Survey of State Travel Offices 1983-1984

U.S. Travel Data Center
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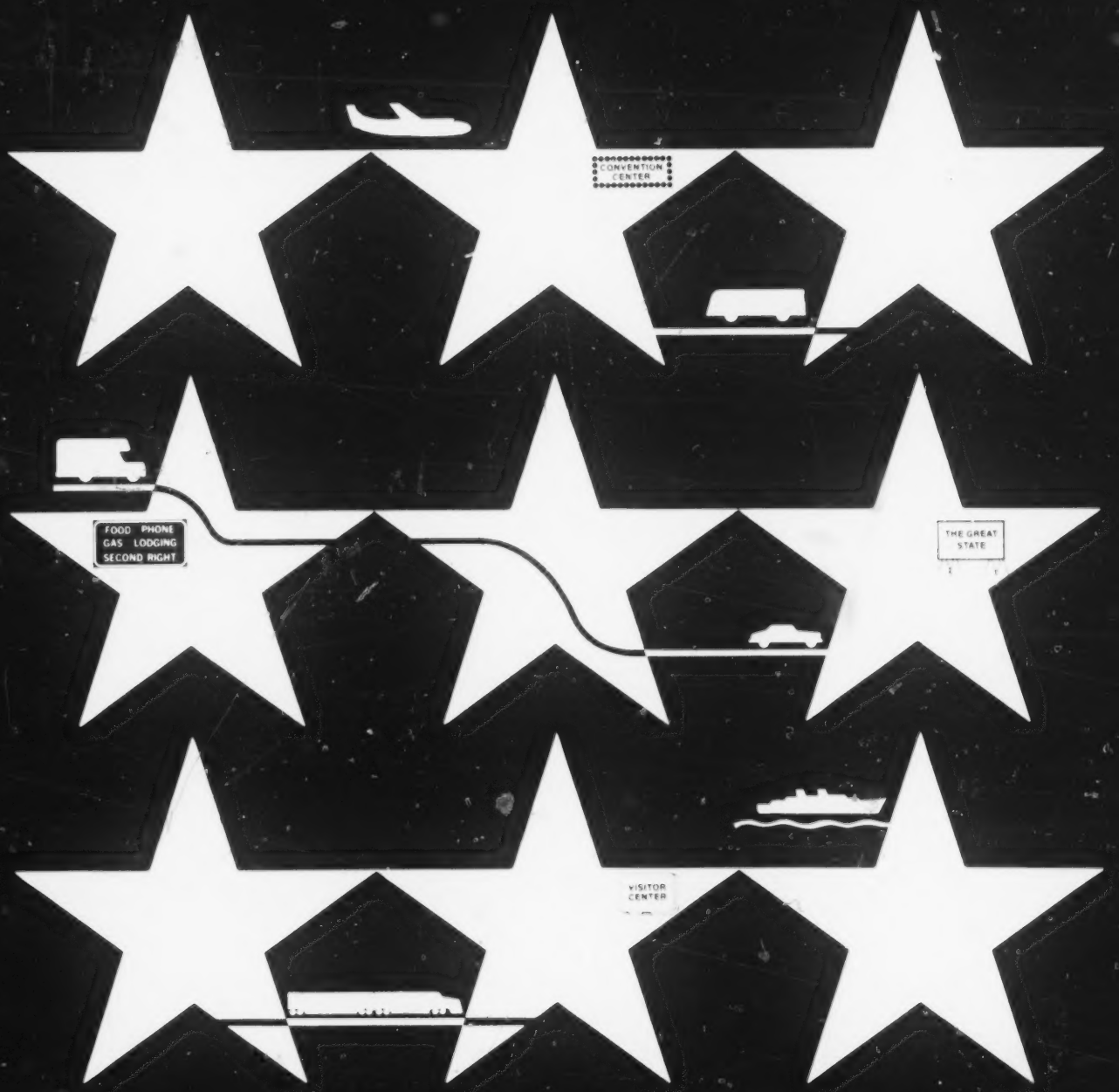

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SURVEY OF STATE TRAVEL OFFICES

1983 — 1984

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The United States Travel Data Center is the national, non-profit center for travel and tourism research. Since its establishment in 1973, the Data Center has devoted itself to advancing the common interests of the travel industry and the public it serves by encouraging, sponsoring and conducting statistical, economic, and scientific research concerning travel, the travel industry and travel-related industries. In pursuit of this objetive the Data Center gathers, analyzes, publishes and disseminates the results of such research, and cooperates with all government agencies, private industry and academic institutions with similar purposes and objectives. The Data Center is financed through publication sales, membership dues and contract research. It is located in Suite 610, 1899 L Street, N.W., Washington, D.C. 20036.

Bob LeBlanc, Chairman

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PREFACE

Governments in the fifty states and a number of U.S. territories fund agencies responsible for travel promotion and development. The responsibilities, structure and resources of these offices vary widely, and their impact on the state tourism economy is in many cases quite significant. Moreover, the operations of these state travel offices have proved to be of interest to travel-related businesses, students of government, travel researchers and organizations providing services to governmental units.

The most important need for understanding the variety of state travel development programs, however, is found among the state travel directors themselves. The exchange of information on programs and operations allows directors to compares their office with others, learn of new, innovative programs and develop joint solutions to common problems. In 1973, the U.S. Travel Data Center began to survey the operations of the state and U.S. territorial travel offices. This is the eleventh annual report in this series.

This report is based upon questionnaires sent to the 48 official travel offices and the comparable agencies in Hawaii, Maine, American Samoa, Guam, the Northern Marianas Islands, Puerto Rico, and the U.S. Virgin Islands. These repsonses provide a detailed picture of the state travel office operations planned for fiscal year 1983-84. The report is designed to be comparable with earlier surveys, although not all questions are repeated every year.

Attempts have been made to clarify vague or unclear responses and to elicit replies from each of the offices. The results published herein should be viewed in this light. Questions about individual replies should be directed to the state travel office involved. However, reactions to the format of this report and to the subject matter covered should be transmitted to the U.S. Travel Data Center.

We wish to express our sincere appreciation to all state directors who took the time to fill out a somewhat lengthy questionnaire. Their response is an excellent example of cooperation to improve communications within the travel industry, and between the industry and the public.

U.S. Travel Data Center
Washington, D.C.
March 1984

SUMMARY AND ANALYSIS

In June 1983, the U.S. Travel Data Center sent questionnaires to the state government travel offices in 48 states, the Washington Area Convention and Visitors Association and comparable offices in Hawaii, Maine and five U.S. territories.

The questionnaire covered an extensive range of state travel office operations intended to meet the informational needs of the state travel directors, as well as interested private industry components. As in earlier Data Center state travel office surveys, some new questions were added, while others were dropped.

Questionnaires were returned by all state travel offices, with the exception of the Washington Area Convention and Visitors Association and Puerto Rico.

The term "state" was used in past surveys to denote all of travel offices responding to the survey, inclusive of the U.S. territories. In this report, as in last year's, "state" will refer only to the 50 U.S. states, and reference to the territories is separate.

An attempt has been made to obtain complete answers for all items and to make this report as comprehensive as possible. In some cases, blanks occur where answers are not available from the respondents. In others, estimates are provided in lieu of actual figures by states uncertain of how funds will be allocated among programs. In most cases, however, complete answers are given, providing a detailed summary of the diversified operations of the state and territorial travel offices.

GENERAL ADMINISTRATION

Forty-eight states and five U.S. territories currently have an official government agency responsible for travel development and promotion. In Hawaii and Maine, responsibility for travel development rests with privately run, non-profit organizations: the Hawaii Visitors Bureau and the Maine Publicity Bureau. The services performed and programs administered by these two organizations, however, are similar to those of the official state travel offices, and thus they are included in the survey.

In 12 of the states, the head of the state travel office, or "state travel director," is under the state equivalent of the civil service system. In 18 travel offices, new directors have been appointed since last year. Of these, five had prior service with the state travel office, averaging 7.8 years. Overall,

state travel directors have held their positions for an average of 3.1 years (50)[1], and many had also served in the travel office prior to being appointed director, producing an average length of service in the state travel office of 5.0 years (50)[2].

Forty-one travel offices report that they currently have a chief assistant to the travel director. In seven of these states, however, the position is vacant. Eight of the assistants have been appointed since last year, while the range in length of service for all assistants is from one to 24 years (34). In 20 states this person is under the state equivalent of the civil service system.

State travel offices vary widely in the size of their staffs. Staff sizes range from 4 to 129 full-time employees, for an average of 31 (50) full-time employees per office. Thirty-six state travel offices also have part-time employees, ranging in number from one to 44 and averaging 14 per office.

In 43 states, the office responsible for travel development is part of another department or agency of the state government. In most cases, this department also has responsibility for commerce and economic development. The remaining seven travel offices are independent agencies or commissions, usually reporting directly to the governor, three of which have been formed since last year.

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[1]The figures in parentheses represent the number of states proving information for computing the estimates of the total or mean figures. Because there are two tourist development agencies in Texas (see the response of Texas Travel and Information Division of the Department of Highways and Public Transportation (TX HWYS) on page 19 of the General Administration section for further explanation) an average is used for the summary data in this section. Elsewhere in the text they are summed.

[2]The survey was conducted from mid-June of 1983 through January 1984. Since that time, there may have been changes in personnel within the state travel offices. For the name of the current incumbent in the positions identified in this report, please contact the state travel office as listed in the General Administration tables.

ADVERTISING

Forty-eight states have an individual, usually within the state travel office, responsible for the development of a travel advertising program. Forty-six travel offices use private advertising agencies, which have been retained for an average of 4.0 years. In one state, the agency had not been selected at the time of the survey, and in another, Maine, the advertising program is developed in-house.

Art, design and layout of advertising materials are the responsibility of a state travel office staff member in 17 states, while in six states, another division of state government either assists the travel office or totally handles this responsiblity.

In 45 states, groups outside the state government, such as travel-related business, regional travel organizations, and city convention and visitor bureaus, cooperate with the state travel office on advertising programs. Thirty-seven states offer matching funds programs for groups cooperating on advertising programs. While there are some limitations, the matching formula is generally 50-50.

In 47 states, advertising is at least partially directed toward stimulating inquiries. The same number of states also report a total of more than 10.2 million inquiries received during 1982, or an average of approximately 217,100 (47) each. Forty-eight travel offices have a standard fullfillment package, which is sometimes varied by ad or season of the year. Forty-four states also survey such inquiries in an attempt to measure advertising effectiveness, often using coupon conversion studies.

BUDGET

The size of a travel office's budget is perhaps the best and most visible indicator of the amount of state resources allocated to travel promotion and development. The proposed budgets for fiscal year 1983-84 total nearly $147 million (50), 15 percent greater than last year's total budget allocation of $127.3 million (50). Not all states will share in budget growth this year. Forty states anticipate larger budgets than in fiscal year 1982-83, 18 of which grew faster than the average rate, while 10 states expect lower budgets. One state reported no change in total funds for travel development.

Thirty-five travel offices are funded entirely by state general revenues. Other funding sources include lodging tax and gasoline tax receipts, hotel and restaurant license fees, membership dues, publication sales and federal grants.

Anticipated 1983-84 budgets range from a low of $492,370 in California to a high of $8,923,500 in Florida. New York has the second highest budget followed by Pennsylvania and Alaska. The average state travel office budget for 1983-84 is estimated at $2,931,100 (50), up 15 percent from fiscal year 1982-83 when the average travel office spent $2,546,850 (50) for travel promotion and development. It is interesting to note that 29 states have a budget less than the mean, compared to 33 states last year.

To emphasize the geographic variation in the development of tourism in the U.S., the state travel office budgets are grouped according to the Discover America travel regions indicated in the chart below. The region with the fastest growing state travel office budgets is the Great Lakes Country where total budgets grew by more than half from the previous fiscal year. States in this region, however, reported no budget growth in the previous year's survey.

Region[3]	1983-84 Average Budget Per State	Percent change From 1982-83
New England	$1,370,350 (6)	27.1%
Eastern Gateway	5,162,400 (2)	-16.2
George Washington Country	3,101,900 (5)	7.8
The South	4,143,000 (10)	9.2
Great Lakes Country	3,430,900 (7)	55.6
Mountain West	1,614,600 (7)	35.2
Frontier West	2,690,700 (6)	28.1
Far West	2,657,800 (7)	-2.5

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[3]NEW ENGLAND: Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. EASTERN GATEWAY: New Jersey, New York. GEORGE WASHINGTON COUNTRY: Delaware, Maryland, Pennsylvania, Virginia, West Virginia. THE SOUTH: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee. GREAT LAKES COUNTRY: Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, Wisconsin. MOUNTAIN WEST: Colorado, Montana, Nebraska, North Dakota, South Dakota, Utah, Wyoming. FRONTIER WEST: Arizona, Kansas, Missouri, New Mexico, Oklahoma, Texas. FAR WEST: Alaska, California, Hawaii, Idaho, Nevada, Oregon, Washington.

Overall, most regions are reporting substantial growth in their state travel office budgets this year, particularly those areas where the average budget is below the national average. The Mountain West region is a good example of this, since for the last two years, the combined budgets in this region have increased each year by more than one-third. The Eastern Gateway region and the Far West region posted the only declines for this fiscal year, resulting primarily from budget cuts in New York and, Alaska and Washington.

The U.S. territorial governments of American Samoa ($287,500), Guam ($2,159,400) and the Virgin Islands ($7,500,000) plan to spend a total of $9.9 million for travel promotion during 1983-84, an increase of 28 percent over the previous year. This growth, however, is due to a substantial increase in the budget of the Virgin Islands over last year.

Forty-eight states report proposed 1983-84 advertising budgets totaling nearly $47.2 million or an average of about $982,900 (48) per state. This is a 14 percent increase over the 1982-83 average advertising budget of $859,500 (47), slightly less than the increase in average budgets overall.

The amount spent for advertising shown on a regional basis indicate that the state travel offices in the Great Lakes Country region have increased their advertising expenditures by more than half, and at a faster rate than the increase in their total budgets. This growth results partially from a large decline in advertising budgets in these states during 1982-83. The state travel offices in the Frontier West and George Washington Country regions have increased their spending on advertising by far more than the growth in their total budgets.

Regions	1983-84 Advertising Budget Per State	Percent Change from 1982-83
New England	$222,580 (5)	-14.5%
Eastern Gateway	3,350,000 (2)	4.7
George Washington Country	1,015,000 (5)	35.3
The South	1,160,300 (10)	6.1
Great Lakes Country	1,176,400 (7)	60.0
Mountain West	500,200 (6)	12.1
Frontier West	783,300 (6)	45.6
Far West	964,400 (7)	-26.6

Magazines and newspapers continued to be the preferred media for the state travel advertising. Thirty-seven states indicate they have budgeted for magazine advertising and show an average allocation of $287,900, a two percent decline over last year's average magazine budget of $295,000 (38). In addition, 31 states have budgeted an average of $141,700 for newspaper advertisments. This represents a 32.2 percent increase from the previous year.

Twenty-five states plan to allocate part of their advertising budget to radio this year. On the average, these states have budgeted approximately $143,700 each on radio advertising, 19 percent greater than last year when 19 states reported using this medium. Twenty-six states plan to spend an average of $375,500 for television advertising campaigns, an 11 percent decline from 1982-83 when 21 states reported spending an average of $421,500 each.

Average expenditures for other items in 1983-84, compared to the previous year, are as follow: Total administration costs up 16.6 percent to an average of $812,400 (46); printing and distribution up 17.0 percent to $389,000 (45); promotion up 51.0 percent to $128,000 (41); press and public relations up 66.7 percent to $66,400 (35); research up 31.7 percent to $48,400 (36); and welcome center construction and operation up 22.5 percent to $299,500 (26).

Additionally, state travel offices plan to spend less this year on package tour development, averaging $24,900 (31) per state. Seventeen states plan to spend an average of $80,800 on solicitation of conventions, a substantial increase from the year before. The amount allocated for participation in travel shows grew slightly to $26,000 (39). Forty-three states plan to participate in travel shows this year and expect to attend an average of 11 shows each.

Seventeen states report foreign advertising budgets for fiscal 1983-84 averaging $83,900 each, 56 percent of which will be directed to the Canadian market. Twenty-one states have foreign promotion budgets averaging $74,700 per state, and 13 indicated they would have a foreign press and public relations program, with an average budget of $15,200 per state. In all, states report a total of $3,192,100 directed at the foreign visitor market, a decline of 9.3 percent from last year's survey. This figure, however, may be considerably understated since a number of states do not report their allocations for this market.

GENERAL PROMOTION

Forty-five states currently have a special travel promotion theme or slogan. In three of these states, a theme was being developed at the time of the survey. Several states actually have more than one slogan, using a specific one for different advertising media.

In-state information centers other than highway welcome centers exist in 25 states. Fourteen of these states have centers in more than one city.

Eleven states report operating a total of 15 out-of-state information centers. The centers are mainly located in New York City, Chicago, and Washington, D.C. In addition, 16 states operate information centers outside the U.S., primarily in Japan, Belgium, Canada, and West Germany.

Thirty-four states have one or more toll-free telephone numbers for travel information inquiries. One state maintains a toll-free number during the summer months, and three other provide seasonal information, such as ski conditions, in their states.

State travel conferences were reported by 45 states during 1983, sometimes co-sponsored with other groups. These conferences are concentrated primarly in the spring and fall and usually run from one to three days.

PRESS AND PUBLIC RELATIONS

Forty-three state travel offices have a public relations or press information officer. In 33 states, this person is employed directly by the state travel office.

Most state travel offices indicate that they direct the majority of their publicity to out-of-state audiences. The majority also publish a travel-related newsletter, usually monthly or quarterly, and in most cases it is distributed to the general public.

During 1982, 46 states conducted press or travel writer tours. Forty-five states planned such tours in 1983. The number of tours range from two to 100 and average approximately 15 per state.

RESEARCH

One or more staff members are currently assigned to travel research in 38 states. In 13 of these travel offices this is a full-time responsibility.

University or college faculty members conduct research for 17 of the state travel offices. In 11 states, an employee of another state government agency conducts research for the travel office. Twenty-seven states retained private research organizations during the previous 12 months and spent an average of $34,600 (22) each on such research.

Forty-six states report having a continuing travel data gathering program. These programs usually involve counts and survey of welcome center visitation and/or motor vehicle counts, collection of data on travel-related business receipts, and visitation at state facilities and private attractions.

A state travel development policy statement or plan exists in 29 states, and in one other state it is currently being developed.

Respondents were asked to indicate the major problems facing tourism development in their respective states. Most state travel directors mention the need to educate their citizens and local governments on the importance of tourism for stimulating the local economies, recession, and budget limitations as the main concerns in their states.

WELCOME CENTERS

Currently, there are highway welcome centers or visitor information centers in 44 states. Approximately 350 welcome or visitor information centers and rest areas are operated by state travel offices or highway departments, most of which are permanent facilities. In addition, California reports that it has approximately 250 of these facilities throughout the state. Not including these, the average state operates a total of six welcome centers (39). In some states one or more welcome centers are also operated by local chambers of commerce or private associations.

Each of these centers employs an average of 4.2 persons (40), more than two-thirds of whom are employed full-time.

According to the survey, during 1982 approximately 50 million travelers visited welcome centers in the 36 states which were able to report this figure; this represents an average of 1.4 million welcome center visitors per state.

COMPARATIVE SUMMARY

The table on page 10 summarizes certain characterisitcs of state travel offices over the last three fiscal years. The numbers in parentheses indicate the number of states and territories providing the relevant data in each case.

The total state travel office budget in the average state grew 15 percent in fiscal 1983-84, a substantial increase when compared to 1982-83 fiscal year when the state travel office reported virtually no growth in their budgets over the previous year.

Most of this increase was directed toward advertising as these outlays grew 14 percent over 1982-83, following a nine percent decline from the year before. However, the 1983-84 advertising budgets exceeded those in 1981-82 by only four percent. Additionally, the typical state advertising budget comprised 34 percent share of the total, the same as in 1982-83, although still less than 1981-82 when it was 37 percent. The average printing and distribution budget grew 17 percent, considerably more than the three percent increase of the previous year.

The term of the state travel director fell by one year to an average of 3.1 years as 18 new directors were appointed during this time compared to eight in the previous fiscal year.

Finally, the average size of the state travel office's full-time staff has remained unchanged over the last three fiscal years, employing approximately 31 persons per office.

AVERAGE CHARACTERISTICS OF U.S. STATE TRAVEL OFFICES, 1981-84

	1983-83	1982-83	1981-82
Average total budget	$2,931,000 (50)	$2,546,900 (50)	$2,545,600 (49)
Average total advertising budget	$982,700 (48)	$859,500 (47)	$943,700 (47)
Average printing/ distribution budget	$389,000 (45)	$332,400 (48)	$322,400 (47)
Average term of director	3.1 years (50)	4.1 years (50)	3.7 years (49)
Average size of staff	31 persons (50)	30 persons (50)	31 persons (50)

State	1. State Agency Responsible for Travel Development	2. Breakdown and Size of State Travel Office Staff	Full-time	Part-time	3. State Travel Director	4. Length of Service as Director	5. Service in Agency	6. Under Civil Service?
AL	Alabama Bureau of Publicity & Information 532 S. Perry St. Montgomery, AL 36104-4614 205/832-5510	Prof./Mgmt. Cler./Sec. Welcome Center Laborers TOTAL	9 17 31 3 63	 3 3	Ed Hall Director	6 months	6 months	No*
AK	Alaska Division of Tourism Pouch E Juneau, AK 99811 907/465-2010	Prof./Mgmt. Cler./Sec. Other Welcome Center TOTAL	5 2 7 14	 2 4 6	Don Dickey Director	2 years	2 years	No
AZ	Arizona Office of Tourism 3507 N. Central Ave., #506 Phoenix, AZ 85012 602/255-3618	Prof./Mgmt. Cler./Sec. TOTAL	7 7 14		J. Phillip Keene III Director	7 months	7 months	No
AR	Arkansas Dept. of Parks & Tourism One Capitol Mall Little Rock, AR 72201 501/371-7777	Prof./Mgmt. Cler./Sec. Welcome Center Other TOTAL	8 13 35 9 65		Mike Mills Director	1 year	1 year	No
CA	Office of Tourism 1030-13th St., #200 Sacramento, CA 95814 916/322-1396	Prof./Mgmt. Cler./Sec. TOTAL	4 4 8	 3 3	Flo Snyder Director	2 months	2 months	No
CO	Colorado Tourism Board 5500 S. Syracuse St., #267 Englewood, CO 80111 303/779-1067	Prof./Mgmt. Cler./Sec. TOTAL	2 4 6		Ben Hart Coordinator	2 months	2 months	Yes
CT	Connecticut Dept. of Economic Development Tourism Division 210 Washington St. Hartford, CT 06106 203/566-2496	Prof./Mgmt. Sales Cler./Sec. Welcome Center TOTAL	2 1 4 7	 28 28	Barnett D. Laschever Director	9 years 7 months	9 years 7 months	Yes
DE	Delaware State Travel Service Delaware Dev. Office 99 Kings Highway P. O. Box 1401 Dover, DE 19903 302/736-4254	Prof./Mgmt. Cler./Sec. TOTAL	3 4 7		Janice G. Geddes Assistant Director for Tourism	1 year 6 months	5 years	No
FL	Florida Div. of Tourism Collins Building Tallahassee, FL 32301 904/488-5606	Prof./Mgmt. Sales Cler./Sec. Welcome Center TOTAL	23 23 21 48 115	2 2 4 8	Dean Gaiser Director	3 months	11 years	No
GA	Georgia Dept. of Industry & Trade Tourist Division 1400 N. Omni Intl. P. O. Box 1776 Atlanta, GA 30301 404/656-3545	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	15 15 99 129		Hanna Ledford Director	11 months	11 months	Yes
HI	Hawaii Visitors Bureau 2270 Kalakaua Ave. Suite 801 Honolulu, HI 96815 808/923-1811	Prof./Mgmt. Sales Cler./Sec. TOTAL	26 4 44 74		Kenneth F. C. Char President	2 years	2 years	No
ID	Economic & Community Affairs Visitor Service Section Room 108, Capitol Bldg. Boise, ID 83720 208/334-2470	Prof./Mgmt. Cler./Sec. TOTAL	2 2 4		Stephen T. Wilson Director	3 years 4 months	5 years 8 months	Yes

State	1. State Agency Responsible for Travel Development	2. Breakdown and Size of State Travel Office Staff	Full-time	Part-time	3. State Travel Director	4. Length of Service as Director	5. Service in Agency	6. Under Civil Service?
IL	Illinois Office of Tourism Dept. of Commerce & Community Affairs 310 S. Michigan Ave. Chicago, IL 60604 312/793-4732	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	15 9 24	 15 15	Lynda Simon Managing Director	2 years	2 years	Yes
IN	Indiana Tourism Development Division Indiana Commerce Center One North Captiol #700 Indianapolis, IN 40204 317/232-8860	Prof./Mgmt. Cler./Sec. Summer Intern TOTAL	5 3 7	 1 1	Jan Diggins Director	3 years	6 years	No
IA	Tourism & Travel Division Iowa Development Commission Capitol Center 600 E. Court Ave., Suite A Des Moines, IA 50309 515/281-3100	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	4 1 5	 15 15	Paul L. Comer, Jr. Director	7 months	8 years 2 months	No
KS	Kansas Dept. of Economic Development 503 Kansas Ave., 6th Floor Topeka, KS 66603 913/296-2009	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	4 4 6 14	 1 2 3	Cathy L. Kruzic Director	2 years	2 years	No
KY	Department of Travel Development Capital Plaza Tower 22nd Floor Frankfort, KY 40601 502/564-4930	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	15 14 14 43	 5 5	Dr. Robert M. Davis Commissioner	6 months	6 months	No
LA	Louisiana Office of Tourism P. O. Box 44291 Baton Rouge, LA 70804 504/925-3850	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	13 10 46 69	 16 16	Bob Rintz Assistant Secretary	10 months	10 months	No
ME	Maine Publicity Bureau 97 Winthrop St. Hollowell, ME 04347 207/289-2423	Prof./Mgmt. Sales Cler./Sec. Welcome Center TOTAL	4 2 5 8 19	 1 22 23	George J. Stobie Director	1 year	2 years	No
MD	Maryland Office of Tourist Development 45 Calvert St. Annapolis, MD 21401 301/269-2686	Prof./Mgmt. Cler./Sec. Other TOTAL	7 4 11	 3 2 5	Kurt P. Alverson Director	2 years 6 months	2 years 6 months	No
MA	Dept. of Commerce & Development Division of Tourism 100 Cambridge St. Boston, MA 02202 617/727-3201	Prof./Mgmt. Cler./Sec. Welcome Center Other TOTAL	5 3 7 2 17		Francis J. Shaw Deputy Commissioner	13 years 4 months	20 years	Yes
MI	Travel Bureau Michigan Dept. of Commerce P. O. Box 30226 Lansing, MI 48909 517/373-0670	Prof./Mgmt. Sales Cler./Sec. TOTAL	14 3 11 28	 13 13	Jack S. Wilson Director	9 years	10 years 6 months	Yes
MN	Dept. of Energy & Economic Development Office of Tourism 419. N. Robert St. 240 Bremer Bldg. St. Paul, MN 55101 612/296-2755	Prof./Mgmt. Cler./Sec. TOTAL	16 11 27	 10 10	Hank Todd Direccor	5 years	10 years	No

State	1. State Agency Responsible for Travel Development	2. Breakdown and Size of State Travel Office Staff	Full-time	Part-time	3. State Travel Director	4. Length of Service as Director	5. Service in Agency	6. Under Civil Service?
MS	Dept. of Economic Development Tourism Division P. O. Box 849 Jackson, MS 39205 601/359-3418	Prof./Mgmt. Sales Cler./Sec. Welcome Center TOTAL	2 7 5 30 44		George Williams Director	7 years	7 years	No
MO	Missouri Div. of Tourism 308 East High Jefferson City, MO 65101 314/751-4133	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	9 5 18 32	 15 15	Marjorie Beenders Director	8 months	8 months	No
MT	Travel Promotion Bureau Dept. of Commerce Helena, MT 59620-0411 406/449-2654	Prof./Mgmt. Cler./Sec. TOTAL	6 4 10		John L. Wilson Travel Director	2 years 2 months	3 years 2 months	No
NE	Division of Travel & Tourism Dept. of Economic Dev. 301 Centennial Mall South P. O. Box 94666 Lincoln, NE 68509 402/471-3111	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	4 4 1 9	 36 36	Diane Johnston Director	2 years	4 years	Yes
NV	Commission on Tourism Capital Complex Carson City, NV 89710 702/885-4322	Prof./Mgmt. Cler./Sec. TOTAL	4 3 7	 1 1	Steven B. Richer Director of Tourism	4 months	4 months	No
NH	New Hampshire Office of Vacation Travel Dept. of Resources & Economic Development Prescott Park, Bldg. #2 105 Loudon Road P. O. Box 856 Concord, NH 03301 603/271-2343	Prof./Mgmt. Cler./Sec. Other TOTAL	3 2 1 6		Michael Power Travel Director	1 year 5 months	1 year 5 months	Yes
NJ	Division of Travel & Tourism CN 384 Trenton, NJ 08625 609/292-2470	Prof./Mgmt. Cler./Sec. Welcome Center Other TOTAL	6 6 12	 18 14 32	Victoria D. Schmidt Director	1 year 4 months	1 year 4 months	No
NM	New Mexico Economic Dev. & Tourism Dept. Bataan Memorial Bldg. Santa Fe, NM 87503 505/827-6230	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	4 4 11 19	 7 7	E. E. "Gene" Strahan Assistant Secretary for Tourism & Travel	5 months	5 months	No
NY	Division of Tourism New York State Commerce Department 230 Park Ave., #866 New York, NY 10169 212/949-8429	Prof./Mgmt. Sales Cler./Sec. TOTAL	10 10 10 30	3 2 5	Harvey Cohen Senior Deputy Commissioner	10 months	10 months	No
NC	Division of Travel & Tourism North Carolina Dept. of Commerce 430 N. Salisbury St. Raleigh, NC 27611 919/733-4171	Welcome Center Cler./Sec. Prof./Mgmt. Welcome Center TOTAL	35 5 10 35 50	 8 8	Director Charles Heatherly	6 months 2 years	14 years	No
ND	North Dakota Tourism Promotion Capital Grounds Bismark, ND 58505 701/224-2525	Prof./Mgmt. Cler./Sec. Welcome Center Other TOTAL	3 2 2 7	 18 18	Mike Foster Tourism Director	2 years 3 months	2 years 3 months	No

State	1. State Agency Responsible for Travel Development	2. Breakdown and Size of State Travel Office Staff	Full-time	Part-time	3. State Travel Director	4. Length of Service as Director	5. Service in Agency	6. Under Civil Service?
OH	Office of Travel & Tourism Ohio Dept. of Development P. O. Box 1001 Columbus, OH 43216 614/466-8844	Prof./Mgmt. Sales Cler./Sec. PR TOTAL	3 3 3 9 18	 7 7	Marilyn J. Tomasi Director	3 months	3 months	No
OK	Oklahoma Tourism & Recreation Dept. Div. of Mktg. Services 505 Will Rogers Bldg. Oklahoma City, OK 73105 405/521-2406	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	18 13 35 66	 4 18 22	Eugene Dilbeck Director	2 years	6 years 1 month	No
OR	Tourism Division Economic Development Dept. 595 Cottage St., NE Salem, OR 97310 503/378-6309	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	3 4 7	 1 11 12	Shirley Eads Manager	3 years 9 months	3 years 9 months	No
PA	Bureau of Travel Dev. PA Dept. of Commerce Forum Bldg. Harrisburg, PA 17120 717/787-5453	Prof./Mgmt. Sales Welcome Center TOTAL	7 7 24 38		Chris Umble Acting Director	1 month	4 years	No
RI	Dept. of Economic Dev. 7 Jackson Walkway Providence, RI 02903 401/277-2601	Prof./Mgmt. Cler./Sec. Welcome Center Other TOTAL	7 2 1 10	 4 4	David C. DePetrillo Director	1 year	11 years	No
SC	South Carolina Dept. of Parks, Recr. & Tourism Division of Tourism 1205 Pendleton St., #113 Columbia, SC 29201 803/758-2536	Prof./Mgmt. Cler./Sec. Welcome Center Other TOTAL	25 7 40 1 73	 13 7 20	Robert G. Liming Director	4 years 6 months	4 years 6 months	Yes
SD	South Dakota Dept. of State Development 711 Wells Ave., Box 600 Pierre, SD 57501 605/773-3301	Prof./Mgmt. Sales Cler./Sec. Welcome Center TOTAL	7 1 3 11	2 5 37 44	Susan Edwards Director	2 years 7 months	2 years 7 months	No
TN	Tennessee Dept. of Tourist Development 601 Broadway Nashville, TN 37203 615/741-2158	Prof./Mgmt. Sales Clerical Welcome TOTAL	17 3 26 72 108	 27 27	John A. Wade Commissioner	7 months	7 months	No
TX HWYS	Dept. of Highways & Public Transportation Travel & Information Division 11th & Brazos Streets Austin, TX 78701 512/475-3661	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	12 4 62 78		Tom H. Taylor Director	23 years	38 years	No
TX TOUR	Texas Tourist Development Agency Box 12008 Capitol Station Austin, TX 78711 512/475-4326	Prof./Mgmt. Cler./Sec. TOTAL	7 5 12		Frank Hildebrand Executive Director	20 years	20 years	No
UT	Division of Travel Development Council Hall/Capital Hill Salt Lake City, UT 84114 801/533-5681	Prof./Mgmt. Other TOTAL	8 6 14	 5 5	James Braden Director	6 months	6 months	No

State	1. State Agency Responsible for Travel Development	2. Breakdown and Size of State Travel Office Staff	Full-time	Part-time	3. State Travel Director	4. Length of Service as Director	5. Service in Agency	6. Under Civil Service?
VT	Agency of Development & Community Affairs Vermont Travel Division 61 Elm St. Montpelier, VT 05602 802/828-3236	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	6 4 7 17	 1 4 5	Donald A. Lyons Director	21 years 6 months	21 years 6 months	Yes
VA	Virginia Division of Tourism 202 N. 9th St., Suite 500 Richmond, VA 23219 804/786-2051	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	11 15 35 61	 5 18 23	Marshall E. Murdaugh Commissioner	12 years 1 month	12 years 1 month	No
WA	Washington Dept. of Commerce & Economic Dev. Tourism Development Div. 101 General Administration Bldg. Olympia, WA 98504 206/753-5600	Prof./Mgmt. Cler./Sec. TOTAL	7 4 11		Leslie Sluman Director of Tourism	4 months	4 months	No
WV	Governor's Office of Economic & Community Development Travel Development Division Room B-564, Capitol Bldg. Charleston, WV 25305 304/348-2286	Prof./Mgmt. Marketing Cler./Sec. Welcome Center TOTAL	2 5 5 18 30	 20 20	Joseph R. Fowler Director	7 years	7 years	Yes
WI	Division of Tourism Dept. of Development 123 W. Washington Ave. Madison, WI 53702 608/266-2147	Prof./Mgmt. Cler./Sec. Welcome Center TOTAL	9 1 12 22	2 28 30	Milton A. Strauss Administrator	4 months	5 years	No
WY	Wyoming Travel Commission Frank Norris Jr. Travel Center Cheyenne, WY 82002 307/777-7777	Prof./Mgmt. Cler./Sec. Welcome Center Other TOTAL	6 4 1 1 12	 1 1 2	Randall A. Wagner Director	6 years	11 years 3 months	No
AS	Economic Development & Planning/Tourism Office American Samoa Govt. P. O. Box 1147 Pago Pago, AS 96799 633-5187 or 5188	Prof./Mgmt. Cler./Sec. Other	2 1 1		Joseph M. Pereira Director	8 years	3 years	Yes
GU	Guam Visitors Bureau P. O. Box 3520 Agana, GU 96910 617/646-2578 or 5279	Prof./Mgmt. Sales Cler./Sec. TOTAL	1 3 2 6		Gordon W. Tydingco General Manager	8 months	8 months	No
CM	Marianas Visitors Bureau P. O. Box 861 Saipan, CM 96950 67325/27	Prof./Mgmt. Promo. Cler./Sec. Other TOTAL	2 2 3 11 18	 1 4 5	J. M. Guerrero Managing Director	7 years	7 years	No
VI	Division of Tourism P. O. Box 6500 St. Thomas, VI 00801 809/774-8784	Prof./Mgmt. Sales Cler./Sec. Welcome Center Other TOTAL	3 10 5 25 5 48		Leona Bryant Director	4 months	2 years 6 months	No

State	7. Chief Assistant to Travel Director	8. Period of Service as Assistant	9. Assistant Under Civil Service	10. Rest of Staff Under Civil Service?	11. Name of Department or Agency of Which State Travel Office is a Part	12. Additional Comments
AL	William Armistead Administrative Assistant	2 years	Yes	Yes	None**	*Cabinet level position; appointed by the governor. **The Bureau of Publicity & Info. is an independent state agency. It is not under any other state agency.
AK	Terry Miller Deputy Director	8 years 6 months	No	Yes	Dept. of Commerce & Economic Development	
AZ	Abe Baum	7 months	No	No	None	
AR	Jack Quaill Assistant Tourism Director	3 months	No	No	Arkansas Dept. of Parks & Tourism	There are five individual divisions. Parks and Tourism is under a 13 member commission. History, Great River Road & Museum Services each have separate commissions. Each division has a director, and the director of parks and tourism is a member of the Governor's Cabinet. Appropriations are made at the department level with each division receiving a line item allocation of the total.
CA	Vacant		No	Yes	Dept. of Economic & Business Development	
CO	None	NA	NA	Yes	Dept. of Local Affairs	The director of the Office of Tourism is responsible for the creation (by staff) and administration of phases of tourism advertising, publicity & public relations. The tourism board, a non-paid industry group, is responsible for policy. This is a 7-person board.
CT	Charles Norwood Public Information Supervisor	12 years 7 months	Yes	Yes	Connecticut Dept. of Economic Development	Assists director as staff secretary of Governor's Vacation Travel Council and Municipal Tourism District Directors Organization. Assists director with various projects. Handles requests for special info. & correspondence with public, press & travel writers. Organizes & conducts occasional 1-person fam tours. Also works as research assistant, compiling information for updating of current literature and for creation of new tourism publications. In addition, acts as liaison with film and TV industry.
DE	None	NA	NA	No*	Delaware Development Office	*Secretarial/clerical only are under civil service
FL	Vacant	NA	No	Yes	Florida Dept. of Commerce	
GA	Vacant	NA	Yes	Yes	Georgia Dept. of Industry & Trade	The Dept. of Industry & Trade includes divisions that promote economic development through tourism, file location, industrial dev. and intnl. trade.

State	7. Chief Assistant to Travel Director	8. Period of Service as Assistant	9. Assistant Under Civil Service	10. Rest of Staff Under Civil Service?	11. Name of Department or Agency of Which State Travel Office is a Part	12. Additional Comments
HI	Eugene T. Cotter Senior Vice President Marketing	1 year 7 months	No	No	Dept. of Planning & Economic Development	Hawaii Visitors Bureau is a private, nonprofit co. under contract which is responsible for all state tourism promotion.
ID	None	NA	NA	Yes	Economic & Community Affairs	
IL	Bernadette Nolan Asst. Managing Director	4 years	Yes	Yes	Dept. of Commerce & Community Affairs	
IN	Elaine Ervin Deputy Director	1 month	No	No	Indiana Dept. of Commerce	
IA	David Kjolhede Assistant Director	6 years 2 months	No	Clerical Staff only	Iowa Development Commission	The Tourism and Travel Division is one division in the state's Economic Development Agency. A board of 11 commissioners, appointed by the governor, sets policy for the whole agency and has final approval over any programs the agency may wish to undertake.
KS	Mary Ellen Reese Assistant Director	2 years	Yes	Yes	Kansas Dept. of Economic Development	
KY	None	NA	NA	Yes*	Economic Development	*Except for 3 non-merit employees all employees in the dept. are covered by state merit system which is equivalent to civil service.
LA	Will G. Mangham Deputy Asst. Secretary	19 years	Yes	Yes	Dept. of Culture, Recreation & Tourism	
ME	None	NA	NA	NA		The Maine Publicity Bureau is a private, member-supported, non-profit trade assoc. which by virtue of its matching funds, contracts with the state of Maine, is the mktg. and promo. agency of record for the state.
MD	Charles Lehmann Assistant Director	1 year	No	Yes	Dept. of Economic & Community Development	
MA	Leon B. White Assistant Director	5 years	Yes	Yes	Dept. of Commerce & Community Development	
MI	Vacant	NA	Yes	Yes	Michigan Dept. of Commerce	
MN	Ginger Sisco	1 year	Yes	Yes	Dept. of Energy & Economic Development	The Office of Tourism was newly created in the 1983 legislative session and is attached to the Dept. of Energy and Economic Development for administrative purposes.
MS	Al Elmore	3 years	Yes	Yes	Dept. of Economic Development	
MO	Jack Plympton Assistant Director	9 years 6 months	Yes	Yes	Dept. of Consumer Affairs, Regulation and Licensing	

State	7. Chief Assistant to Travel Director	8. Period of Service as Assistant	9. Assistant Under Civil Service	10. Rest of Staff Under Civil Service?	11. Name of Department or Agency of Which State Travel Office is a Part	12. Additional Comments
MT	NA	NA	No	No	Montana Promotion Division Department of Commerce	
NE	None	NA	NA	Yes	Nebraska Department of Economic Development	
NV	Barbara Klein Marketing Director	4 months	No	*	Commission on Tourism	*Professional positions unclassified, clerical positions classified.
NH	Vacant Asst. Director for Advertising James Driscoll Asst. Director for Public Relations	NA 6 years	Yes	Yes	Division of Economic Development Dept. of Resources & Economic Development	
NJ	Charles E. Geter Chief Assistant	6 years	Yes	Yes	New Jersey Dept. of Commerce	Tourism in New Jersey was upgraded to division level (subcabinet) by a 1977 statute, creating the new position of state travel director.
NM	Mary Oritz Administrative Secretary	1 year	Yes	Yes	New Mexico Economic Development & Tourism Dept.	A reorganization effective July 1, 1983 split off Economic Dev. and Tourism promotion functions from other regulatory functions. There are no divisions in the new dept. 2 programs report to the asst. secretary for tourism & travel: Tourism Consumer Servcs. and Tours & Meetings Promotion.
NC	Glenn Mays Travel Editor	3 years	No	Yes	North Carolina Dept. of Commerce	
ND	Terry Barzinski Assistant Director	6 years	Yes	Yes	North Dakota Economic Development Commission	
NY	Edward Allen Assistant Deputy Commissioner, Albany Robert Rosenberg Assistant Deputy Commissioner, New York City Clifford Theiss Deputy Commissioner	4 years 8 months 3 years 6 months 2 years 6 months	Yes No No	Yes	Dept. of Commerce	
OH	Rick Adams	6 months	No	Yes	Ohio Dept. of Development	
OK	Vacant	NA	No	Yes	State Tourism & Recreation Dept.	The department is organized into 5 divisions: Mktg. Services; Lodges; State Parks; Planning & Development; and Administrative Services. Abe Hesser is the Exec. Dir. of the dept. The total no. of authorized employees is 1,058.
OR	Frank Howard Assistant Manager	9 years 8 months	Yes	Yes	Economic Development Dept.	
PA	Chris Umble Assistant Director	3 years 5 months	No	No	Pennsylvania Dept. of Commerce	

State	7. Chief Assistant to Travel Director	8. Period of Service as Assistant	9. Assistant Under Civil Service	10. Rest of Staff Under Civil Service?	11. Name of Department or Agency of Which State Travel Office is a Part	12. Additional Comments
RI	None	NA	NA	No		
SC	Marion Culp Assistant Director	9 years	Yes	Yes	South Carolina Dept. of Parks, Recreation & Tourism	State employees are not under civil service as such. They do have job protection to the extent that after a 6-month probation period, dismissal must be with cause. Certain procedures have to be followed, and an employee who has been dismissed can appeal.
SD	Mark A. Young Assistant State Travel Director	6 years 10 months	No	Yes	Dept. of Tourism Commerce	Dept. reorganization transfers tourism division into dept. of state development, July 1, 1983.
TN	Thomas G. Lightsey Assistant Commissioner	5 months	No	Yes	*The Dept. of Tourist Development is a cabinet level dept.	*The state travel director is a commissioner. His assistants are: asst. commissioner/travel promo., & director/welcome centers. Every employee below the title of asst. commissioner, except the budget officer, personnel director and the commissioner's secr. is under civil service. The asst. commissioner & director of welcome centers are included under management.
TX HWYS	Willis Albarado Director, Travel Services	24 years	No	No	State Dept. of Highways & Public Transportation	The Texas travel & tourism program is shared by 2 separate, complimentary state offices. The State Dept. of Hwys. & Public Trans. is responsible for operating the state's 12 hwy. tourist bureaus, production of the state's family of printed travel literature, production of hwy. travel info. exhibit (Info-Boards) located in 103 hwy. rest areas, production-distribution of travel-oriented audio visuals, & compilation-publication of the state's annual survey of tourist visitors.
TX TOUR	John Spragins Director of Programs	13 years	No	No	None	Tourist development responsibilities are divided between this agency & the State Dept. of Hwys. and Public Trans. Our major responsiblity is in the area of mktg. while Texas Hwys. is the supply arm through its collateral program & tourist bureau operation.
UT	Ann King Assistant Director Industry Development	1 year 6 months	No	Yes	Dept. of Community & & Economic Development	
VT	J. Gregory Gerdel	2 years 6 months	No	Yes	Agency of Development & Community Affairs	
VA	Daniel C. Bartges Assistant Commissioner	8 years	No	No	Dept. of Conservation & Economic Development	Our Board of Conservation & Economic Development determines our policies and our Travel Advisory Committee is responsible for advice.
WA	None	NA	NA	Yes	Washington Dept. of Commerce & Economic Dev.	

State	7. Chief Assistant to Travel Director	8. Period of Service as Assistant	9. Assistant Under Civil Service	10. Rest of Staff Under Civil Service?	11. Name of Department or Agency of Which State Travel Office is a Part	12. Additional Comments
WV	Carolyn Ketchum Administrative Asst.	1 year	Yes	Yes	Governor's Office of Economic & Community Dev.	
WI	Rae Van Wyke	6 months	Yes	Yes	Dept. of Development	
WY	Clyde R. Douglass Assistant Director	6 years	No	No	None*	*We are a separate agency within the exec. branch. We have a 5 member public board of Commissioners appointed by the Governor.
AS	None	NA	NA		Economic Development & Planning Office	Office of Tourism came under the mgmt. of the Office of Economic Development & Planning. Directorship of Joseph Pereira since 1980.
CM	Bennet Seman Asst. Managing Director	6 months	No	No	None	Through the enabling legislation, the general responsibility of the Marianas Visitors Bureau rest in hands of 9 Board of Directors; 5 appointed by the Governor and 4 elected from the general membership. They in turn hired the managing director who oversees the day-to-day affairs of the bureau and reports to the board on their monthly meetings.
GU	Vacant Deputy Manager	NA	NA	No	None	Other employees consist of: administrative asst, executive secretary, community development programs coordinator, special projects coordinator, visitor services officer, membership officer, publicity specialist, research specialist, travel industry relations officer, administrative aide, promotion specialist & general manager, deputy manager & a promotions specialist at our Japan office.
VI	John McCleverty Assistant Director of Tourism Janet Foster Assistant Director of Tourism	2 years 1 year	Yes No	Yes No	Dept. of Commerce	John McCleverty also serves as manager of Cruise Ship Activities & special promotions. A position he has held for the past 5 years.

State	1. Individual Responsible for Development of Travel Advertising Program	2. Current Advertising Agency	3. Years Retained	4. Staff Member Responsible for Art, Design and Layout?	5. Other Division of State Government Which Does This?	6. Other Groups Which Cooperate on Advertising Programs
AL	Duncan Black Contracted Ad Agent	Cunningham, Black & Farley Advertising 60 Commerce St. Suite 1204 Montgomery, AL 36104	1	None	None	Travel-related businesses, regional travel organizations, city convention & visitors bureaus, chambers of commerce, Alabama Hotel & Motel Assoc.
AK	John Farnan Director of Marketing (Development Specialist)	Foote, Cone and Belding/ Honig P. O. Box 3183 San Francisco, CA 94119	2	Yes (Director of Marketing)	No	Members of the private sector of Alaska's visitor industry known as Alaska Visitors Assoc. Marketing Council.
AZ	Abe Baum Director of Advertising/ Promotion	Owens & Associates 2600 N. Central Phoenix, AZ 85004	1	None	None	Regional travel organizations, city convention & visitors bureaus.
AR	Mike Mills Director	The Woods Bros. Agency 1001 W. Markham Little Rock, AR 72201	5	Yes	None	Travel-related businesses, regional travel organizations, city convention & visitors bureaus, council of Ozarks Governors.
CA	None	None	NA	No	None	Travel-related businesses, city convention & visitors bureaus.
CO	Ben Hart Coordinator	Tracy-Locke/BBD+O 7503 Marin Dr. Englewood, CO 80111	1	No	None	Travel-related businesses, city convention & visitors bureaus, Dude Ranch Assoc., councils of governments.
CT	Anthony A. Davenport Director of Communications	None	NA	Yes (Director of Communications)	None	Travel-related businesses, regional travel organizations, city convention & visitors bureaus.
DE	Janice C. Geddes Assistant Director for Tourism	Lyons Studios 200 W. 9th St. Wilmington, DE 19801	2	No	None	Travel-related businesses, regional travel organizations, city convention & visitors bureaus.
FL	Dean Gaiser Director	Mike Sloan, Inc. 101 15th Road, SW Miami, FL 33129	5	No	None	Travel-related businesses.
GA	Ed Spivia Deputy Commissioner Dept. of Industry & Trade	Shivers Communications Beta Building Two Northside 75 Atlanta, GA 30318	10	No	None	None
HI	Eugene T. Cotter Vice President of Marketing	Milici/Valenti Advertising, Inc. 700 Bishop St. Honolulu, HI 96813	13	No	None	Travel-related businesses
ID	Stephen T. Wilson Director	W. R. Drake Boise, ID	2	Yes (Director)	None	Travel-related businesses
IL	Dr. Bruce H. Boyer Marketing Manager	Bozell & Jacobs 360 N. Michigan Ave. Chicago, IL 60601	2	No	None	Travel-related businesses, regional travel organizations, city convention and visitors bureaus.
IN	Joseph Wicker Promotion Manager	The Carlson Co. 9292 N. Meridian St. #100 Indianapolis, IN 46260	2	NA	NA	Assoc. of Indiana Convention & Visitors Bureaus

State	1. Individual Responsible for Development of Travel Advertising Program	2. Current Advertising Agency	3. Years Retained	4. Staff Member Responsible for Art, Design and Layout?	5. Other Division of State Government Which Does This?	6. Other Groups Which Cooperate on Advertising Programs
IA	Kyle McGonigle Marketing & Promotion Coordinator	Creswell, Munsell, Fultz & Zirbel 600 East Court Ave. Des Moines, IA 50311	6	Yes	None	Regional travel organizations & Iowa Convention & Visitors Bureau
KS	Cathy L. Kruzic Director	Simon Advertising/Art 822 W. 6th Topeka, KS 66603 Associated Advertising 4601 E. Douglas Wichita, KS 67218	2 2	Yes (Director)	None	Kansas Assoc. of Broadcasters, Kansas Press Assoc., convention & visitors bureaus, travel industry association of Kansas, travel-related businesses, state tourism regions (5).
KY	Kevin Nuss Director, Travel Development	Doe-Anderson Advertising Agency 223 E. Broadway Louisville, KY 40220	4	None*	Dept. of the Arts	Travel-related businesses, regional travel organizations, city convention & visitors bureaus
LA	Dennis Bryant Advertising & Publicity Manager	Using several specialized agencies on need/project basis.	NA	None		Regional travel organizations, city convention & visitor bureaus, nonprofit organizations
ME	None	In-house	NA	Yes	None	Travel-related businesses, regional-travel organizations, city convention & visitor bureaus, chambers of commerce, statewide trade associations.
MD	Kurt P. Alverson Director	Earle, Palmer, Brown 4733 Bethesda Ave. Bethesda, MD 20814	1	No	None	Travel-related businesses, regional-county travel organizations
MA	Francis J. Shaw Deputy Commissioner	Provandie & Chirurg The Pilot House Lewis Wharf Boston, MA 02110	2	No	None	Travel-related businesses, regional travel organizations, city convention & visitors bureaus
MI	Sue Callaway Assistant Director, Marketing & Promotion	Ross Roy, Inc. 2751 E. Jefferson Detriot, MI 48207	24	Yes	None	Travel-related businesses, regional travel organizations, city convention & visitors bureaus
MN	Hank Todd Director Ginger Sisco Assistant Director	Colle & McVoy 1550 E. 78th St. Minneapolis, MN 55423	1	No	None	Travel-related businesses, regional travel organizations, city convention & visitors bureaus, local chamber of commerce, statewide tourism organizations & private businesses
MS	George Williams Director	Maris, West & Baker, Inc. 5120 Galexie Dr. P. O. Box 12426 Jackson, MS 39211	3	No	None	Regional travel organizations, city convention & visitors bureaus
MO	Marjorie Beenders Director	Kenrick Advertising, Inc. 7711 Carondelet St. Louis, MO 63105	2	No	None	None
MT	Lynne M. Albright Marketing	Wendt Advertising P. O. Box 2128 Great Falls, MT 59403	1	No	None	Regional travel organizations, travel-related businesses, ski area operators, airlines

State	1. Individual Responsible for Development of Travel Advertising Program	2. Current Advertising Agency	3. Years Retained	4. Staff Member Responsible for Art, Design and Layout?	5. Other Division of State Government Which Does This?	6. Other Groups Which Cooperate on Advertising Programs
NE	Diane Johnson Director	Miller Friendt Ludemann 801 South 48th St. Lincoln, NE 68510	5	Yes (Partial staff)	None	Travel-related businesses, regional-travel organizations, city convention & visitors bureaus, county promotion council
NV	Stephen B. Richer Executive Director	Dunn, Draper, Gustin, & Curtis 333 W. Moana Lane Reno, NV 89509	NA	NA	NA	Local chambers of commerce, Nevada Magazine
NH	Assistant Director Advertising	OJG Inc. 136 W. Merrimack Manchester, NH 03101	1	No	None	Travel-related businesses, regional travel organizations
NJ	Victoria D. Schmidt Director	Bozell & Jacobs, Inc. 2700 Route 22 Union, NJ 07083	1	Yes	None	None
NM	E. E. "Gene" Strahan Assistant Secretary Diane Baker Director, Marketing & Promotion Program	DBG&H 11930 Menaul, SE, #13 Albuquerque, NM 87112	1	No	Marketing & Promotion Program, Economic Development & Tourism Dept.	Travel-related businesses, regional travel organizations, city convention & visitors bureaus
NY	Harvey Cohen Senior Deputy Commisioner	Wells, Rich & Green 767 5th Ave. New York, NY 10022	6	NA	None	Travel-related businesses, regional travel organizations, visitors bureaus, New York League of Theaters & Producers, domestic & forgeign airlines
NC	Charles Heatherly Director	McKinney, Silver & Rockett Inc. 333 Fayetteville St. Raleigh, NC 27602	7	Yes	None	None
ND	Mike Foster Director	Flint Advertising 206 Black Bldg. Fargo, ND 58102	6 months	No	None	Regional travel organizations, city convention & visitors bureaus, resources conservation & development offices
OH	Karen Bast Marketing Chief	Hameroff/Milenthal One Capitol South Columbus, OH 43215	6 months	Sue Carr	Communications Division	Ohio travel tourism industry, corporate industry, other internal state agencies and Great Lakes region
OK	Lynette Duggan Advertising Coordinator Susan Harkness Resort Sales Manager	Ackerman & McQueen Advertising, Inc. 5708 Mosteller Drive Oklahoma City, OK 73112	6 months	Yes	None	Regional travel organizations (Multicounty Assoc.), city chamber of commerce, convention & tourism bureaus
OR	Shirley Eads Manager	None at this time	NA	No	State Printing Division	Travel-related businesses, regional travel organizations, chambers of commerce, visitors & convention bureaus
PA	Chris Umble Acting Director	Ketchum Advertising Pittsburgh, PA 15222	5	Yes	None	Travel-related businesses, regional travel organizations, city convention & visitors bureaus, 58 county tourist promotion agencies

State	1. Individual Responsible for Development of Travel Advertising Program	2. Current Advertising Agency	3. Years Retained	4. Staff Member Responsible for Art, Design and Layout?	5. Other Division of State Government Which Does This?	6. Other Groups Which Cooperate on Advertising Programs
RI	Devid Depetrillo	Duffy & Shanley 4 Cathredral Square Providence, RI 02903	6 months	Yes	None	Travel-related businesses, regional travel organizations, city convention & visitor bureau
SC	Robert G. Liming Director	Lealie Advertising Agency P. O. Box 6168 Greenville, SC 29607	4	No	None	None
SD	Susan Edwards Director	Lawrence and Schiller Advertising, Inc. 3932 S. Willow Sioux Falls, SD 57105	4	No	Bureau of Administration, Word Processing Central Duplicating	Travel-related businesses, regional travel organizations, city convention & visitors bureaus, other states
TN	Charlotte Davidson Assistant Commissioner Nashville, TN 37212	Eric Ericson & Associates 2416 Hillsboro Road	4	No		Travel-related businesses, regional travel organizations, city convention & visitors bureaus
TX HWYS	NA*	NA*	NA*	Yes	None	NA*
TX TOUR	Frank Hildebrand Executive Director	Neal Spelce Communications P. O. Box 1905 Austin, TX 78767	8	No	None	Travel-related businesses, regional travel organizations, city convention & visitor bureaus
UT	J. Phillip Keene III Director	Harris & Love 10th Floor Walker Center 19th East 2nd South Salt Lake City, UT 84111* et al Advertising 555 East South Temple Salt Lake City, UT 84111	10 6 months	No	None	Travel-related businesses, regional travel organizations, city convention & visitors bureaus
VT	Donald A. Lyons Director	Kenyon & Eckhardt 1 Boston Place Boston, MA	3	No	None	Travel-related businesses, regional travel organizations, city convention & visitors bureaus, state agencies, federal agencies
VA	Margaret M. Lesniak Director of Advertising	Siddall, Matus & Coughter, Inc. Fidelity Bldg. 9th & Main St. Richmond, VA 23219	1	No	None	Travel-related businesses, regional travel organization, city convention & visitors bureaus
WA	Lealie Sluman Director	Ehrig Associates 4th & Vine Bldg. 8th Floor Seattle, WA 98121	6	No	None	Travel-related businesses, eight tourism regions
WV	Sherri O'Dell Director of Advertising & Communications	Fahlgren & Ferris, Inc. P. O. Box 1628 Parkersburg, WV 26101	6	No	Advertising & Communications Division	Travel-related businesses, regional travel organizations, city convention & visitors bureaus
WI	Rae Van Wyhe Advertising Coordinator	Stephan & Brady 1850 Hoffman St. Madison, WI 53701	4	No	None	Travel-related businesses, regional travel organizations, city convention & visitors bureaus, non-profit tourism organizations

State	1. Individual Responsible for Development of Travel Advertising Program	2. Current Advertising Agency	3. Years Retained	4. Staff Member Responsible for Art, Design and Layout?	5. Other Division of State Government Which Does This?	6. Other Groups Which Cooperate on Advertising Programs
WY	Randall A. Wagner Director	Bryan, Bryan and Black P. O. Box 10236 Cheyenne, WY 82001	7	Yes	None	Travel-related businesses, regional travel organizations, city convention & visitors bureaus, cooperatives with private & public funded travel marketing & economic development organizations
AS	None	Loomis & Pollock	1	No	No	None
CM	Managing Director	Glimpees of Guam P. O. Box 3191 Agana, GU 96910	7	No	None	Travel-related businesses
GU	Vivian Indalecio Promotions Specialist World	Glimpees of Guam P. O. Box 3191 Agana, GU 96910	4	Yes	None	Travel-related business, regional travel organizations, city convention & visitors bureaus, domestic and international organizations
	Setsuko Cullen Promotions Specialist Japan	Dentsu Inc. 1-11-10 Tsukiji Chuo-Ku, Tokyo 104 Japan	7	Yes	None	
VI	None	Greengage Associates 747 3rd Avenue New York, NY	7	Yes	None	Travel-related businesses

State	7. Does State Have Matching Fund Program for Such Cooperating Groups?	8. What is the Matching Formula	9. Is Advertising Directed Toward Stimulating Inquiries?	10. Are Inquiries Surveyed to Evaluate Advertising Effectiveness?	12. Number of Inquiries Received in 1982	12. Do You Have a Standard Inquiry Fulfillment Package?
AL	Yes	Figures vary depending on the project. We assist in financing production costs for travel related brochures, etc.*	Yes	Yes**	1,428,146	Yes***
AK	Yes	Up to $2,000 per matching grant to local communities for brochures, information centers, and marketing scenic or historic attractions.*	Yes	Yes	431,000	Yes
AZ	Yes	1/1 up to 4/1 depending on size of community.	Partially	No	110,000	Yes
AR	Yes	2/1	Yes	Yes*	243,519	Yes
CA	No	NA	No	No*	41,684	Yes
CO	No	NA	Yes	Yes*	140,000	Yes
CT	Yes	80% Private 20% State	Yes	Yes*	910,000	Yes
DE	Yes	50/50	Yes	Yes*	33,000	Yes
FL	No	NA	Yes	Yes*	441,619	Yes
GA	No	NA	Yes	Yes*	180,000	Yes
HI	No	NA	No	No	NA	No
ID	No	NA	Yes	Yes*	56,000	Yes
IL	Yes	Up to 50% states; 40% local (or required match)	Yes	Yes*	200,000**	Yes
IN	Yes	State can match up to 50% of cost of promotional project	Yes* (Partially)	No	NA	Yes**
IA	Yes (Regional councils only)	50/50 hard dollar match	Yes	Yes*	24,740	Yes
KS	No	NA	Yes	No	100,000	Yes
KY	Yes	50/50 up to a specified amount.	Yes	Yes**	99,461	Yes***
LA	Yes	50/50 cash	Yes (Partially)	No	110,000 (mail inquiries)	Yes
ME	Yes	$350,000 1 for 1 contract (over a one year period)	Yes	Yes*	120,000	Yes
MD	Yes	50/50	Yes	Yes	72,000	Yes
MA	Yes	50/50	Yes	Yes*	100,000	Yes

State	7. Does State Have Matching Fund Program for Such Cooperating Groups?	8. What is the Matching Formula	9. Is Advertising Directed Toward Stimulating Inquiries?	10. Are Inquiries Surveyed to Evaluate Advertising Effectiveness?	12. Number of Inquiries Received in 1982	12. Do You Have a Standard Inquiry Fulfillment Package?
MI	Yes	Depends upon the organization.*	Yes	Yes**	573,829 (Plus bulk requests by motor clubs, agents, etc.)	Yes
MN	No	NA	Yes	Yes*	191,000	Yes
MS	Yes	50/50	Yes	Yes*	53,000	Yes
MO	No	NA	Yes	Yes*	192,669	Yes
MT	Yes	Equal match	Yes	Yes*	126,047	Yes
NE	Yes (Limited)	*	Yes	Yes**	67,000	Yes
NV	Yes	NA	Yes	Yes	50,000	No
NH	Yes	50/50	No	Yes*	65,000	Yes
NJ	Yes	*	Yes	Yes**	130,000	Yes
NM	Yes	Varies	Yes	Yes	75,700	Yes
NY	Yes (only for tourism promotion agencies)	50/50*	Yes	Yes**	NA	Yes***
NC	Yes	50/50	Yes	Yes	358,000	Yes
ND	Yes	50% up to $5,000 for Canadian advertising, convention advertising & trade shows	Not in all cases	Yes	100,000	Yes
OH	Pending	NA	Yes	Yes*	154,867	Yes
OK	Yes	Match of 1/2 of the allowable expenses of tourism promotion. Total amount available for match is appropriated by state legislature	Yes	Yes*	187,500	Yes
OR	No	NA	Yes	Yes*	110,000	Yes
PA	Yes	50/50 on local income; 1/2 on expenditures	Yes	Yes*	175,481	Yes
RI	Yes	Depends on project and its cost	Yes	Yes	120,000	Yes
SC	Yes	Based upon available funds & merits of project, generally 50/50 funding process	Yes*	Yes**	213,399	Yes
SD	Yes	NA	Yes*	Yes**	225,213	Yes

State	7. Does State Have Matching Fund Program for Such Cooperating Groups?	8. What is the Matching Formula	9. Is Advertising Directed Toward Stimulating Inquiries?	10. Are Inquiries Surveyed to Evaluate Advertising Effectiveness?	12. Number of Inquiries Received in 1982	12. Do You Have a Standard Inquiry Fulfillment Package?
TN	Yes	50/50 - maximum $15,000	Yes	Yes*	312,137	No**
TX HWYS	No	NA	NA*	NA*	127,514	Yes
TX TOUR	No	NA	Yes (Partially)	Yes*	134,610	Yes
UT	Yes	$15,000 each, 50/50 match 9 regions	Yes	Yes**	64,500	Yes
VT	Yes	50/50 with 25% of state share retained for "umbrella" program	Yes	Yes*	90,000	Yes
VA	No	NA	Yes*	Yes**	1,060,037	Yes
WA	Yes	50/50	Yes	Yes*	90,900**	Yes***
WV	Yes	90/10 up to $3,500 per county	Yes	Yes*	68,491	Yes
WI	Yes	Up to 50%	Yes	Yes	67,915*	Yes
WY	Yes*	Up to 50% match not to exceed $10,000 per application**	Yes	Yes***	177,000****	Yes
AS	No	No	Yes	No	862	No
CM	No	NA	No	No	2,225	Yes
GU	No	NA	Yes	No	4,788	Yes
VI	No	NA	Yes*	Yes**	400,000	Yes***

State	13. Additional Comments
AL	*Monies from the bureau cannot exceed one-half of total cost of project and the grantee must provide one-fourth of total cost in cash, other can be in in-kind service. One-fourth of all printed matter becomes property of bureau of publicity and information. **We evaluate our advertising effectivess according to our coupon receipts which are submitted by persons reading certain magazines; we measure our effectiveness by studying our success at certain U. S. and Canadian travel shows and also by surveys conducted in Alabama at hotels, air terminals, etc. *** Five types: 1) education, 2) general tourist, 3) camping/hunting/outdoor activities, 4)historical, 5) tour itineraries We have developed and are continuing to develop, marketing plans. We base marketing information on the annual "Travel in Alabama" report, produced by Auburn University.
AK	*Also, up to $50,000 for matching grant to local visitor and convention bureaus.
AR	*Conversion studies are conducted based on a sample of the inquiries.
CA	*We did a conversion study for 1980-81 to evaluate the effectiveness of our visitor information program - not advertising. We have no budget for paid advertising. Work with several trade publications to help coordinate annual California Sales Guide.
CO	*We conduct an annual convention study based on a sample random of all inquiries received and it gives information on size of party, destination, length of stay, etc.
CT	*This is done through mail counts and counts of telephone inquiries in response to our advertising and promotion; we also keep a count of inquiries at our twelve welcome centers by days and weeks and by the type in inquiries. A relatively small percentage of our budget is devoted to outright advertising. Most of our promotional/public relations dollars are spent on writing and placing editorial stories and pictures in U. S. newspapers and magazines. This year, the Governor's Vacation Travel Council sponsored the production of a series of Public Service TV promos to promote tourism on state media, featuring CT residents prominent in films, TV and theater. Some of production costs supplied by municipal tourism districts (regions & cities)
DE	*A conversion study is done on all coupon ads.
FL	*Conversion effectiveness is determined on both print and electronic advertising through follow-up on request for State Vacation Guide. Television advertising awareness, retention and effectiveness is evaluated through focus panel studies in market areas.
GA	*Conversion studies are undertaken periodically to evaluate effectiveness of advertising campaigns. Regional meeting lists of respondents are compiled and sent to local area for follow-up.
HI	Co-op advertising is negotiated annually with carriers and hotels serving Hawaii. The Hawaii Visitors Bureau develops the ad campaign and co-op participants contribute 50% to media buy for their identification of 50% of the copy.
ID	*We do a random sampling of coupons that are sent in.
IL	*Primarily done through return coupon placed in advertising in metro newspaper travel sections. **These are only the advertising responses serviced by the fulfillment house. It does not include other inquiries directed towards Chicago Travel Information Center, Springfield and Marion offices, etc.
IN	*Some is directed toward inquiries, but most is promotional. **Wanderbook, Festival Map and private sector brochures.
IA	*Tourism Division will begin advertising in consumer publications (magazines primarily) this fall on a limited basis and more heavily in the winter and spring of 84. There will be research conducted following these campaigns to determine advertising effectiveness.
KY	*Only for special projects not done by the advertising agency. **Coupons placed in ads are coded. When the responses come in, the number of responses per ad are divided by cost of the ad to determine how much each response costs us. *** Individual requests for specific information are also filled.
ME	*We analyze the reach, penetration and cost effectiveness of our ads. However, converison studies are not conducted.

State	13. Additional Comments
MD	*Conversion study conducted every two years. All "800" calls are required to state source of inquiry. Each print coupon is coded by the publication it appeared in and the specific ad that was run.
MA	*Only in select advertisements will the respondent receive a questionnaire. A toll-free watts line records responses to general advertising.
MI	*The four regional tourist associations share equally in legislative appropriation for these organizations. Convention bureau funding is based on local funding. **Inquiries are analyzed by zip code of residence, by type of inquiry (mail, phone, walk-in, recorded lines), and by type of information provided.
MN	*We do a random sampling of all inquiries by season and program. We conduct three major advertising campaigns each fiscal year, viz., Fall, Winter, and Spring/Summer. In addition we conduct special advertising programs in the trade press for package/group tours, and meetings and conventions. Inquiries from all advertising campaigns are surveyed to determine amount of economic impact.
MS	*Periodic convention surveys and cost per inquiry factors are evaluated.
MO	*A coupon conversion is done each fall with a random sample of approximately 4,500 responses.
MT	*We conduct an annual conversion study based on a sample of the inquiries received during the year.
NE	*State matching fund-programs are classified as either "Event Marketing Assistance" or "Regional Marketing Assistance". Direct grant funds are taken from limited resources up to 100% **Inquiry conversion studies are conducted annually.
NV	State grant monies are available to organizations in rural counties and are authorized by county governing boards for purposes of promoting and stimulating travel to events in these local areas.
NH	*Studies are made at different times to survey conversion of inquiries, impressions of the state, etc. These are not made every year.
NJ	*50,000 total program applications cannot exceed $10,000 total cost. Grant will not exceed 50% of amount applied for. **Ads are keyed for data and placement to evaluate volume and "duration" of responses.
NM	*Advertising both stimulates inquiries and educates, promoting a more accurate image of New Mexico. Spot surveys of telephone inquiries and reader service inquiries are being done until the system is modified to permit sampling of all inquiries.
NY	*With a minimum of $8,000 and a maximum of $150,000 per applicant. Awards over $8,000 may be subject to pro-rate payout of available funds. **Limited conversion studies are conducted with individual print media. A bulk of inquiries are generated on a "800" number placed in TV ads. Our overall campaign is evaluated annually through market research to determine effectiveness in terms of awareness level increase, appeal, etc. ***Inquiry package varies with season and ad campaign.
OH	*We measure the cost per response, subject matter requested and the time of year, and survey inquiries to determine our peak months.
OK	*Conversion studies are made to determine the impact of our advertising program. We have a concentrated advertising program in a selected market area designed to increase visitor traffic during the fall, spring and summer months. Also, we are attempting to keep Oklahomans in the state during their vacations. We are currently expanding our promotional efforts to reach the international market.
OR	*Each year an advertising conversion study is done. We conducted an in-depth survey of respondents to magazine, television, and newspaper advertisements and persons who attended several outdoor sports and recreation exhibitions to determine effectiveness of the ads and the expenditures of those who visited.
PA	*Inquiries generated by toll-free telephone are evaluated by time and source of inquiries. It is matched with media and broadcast schedule to determine patterns and trends. Additional statistical data on present vs. future travel habits and plans are developed as tracking information by the Bureau of Travel Development.
SC	* But we did not use coupons in some ads last year. **All of our inquiries are computerized enabling us to tell which ad in which edition of each publication brought in inquiries. We also compare response for the same ads in different publications.

State	13. Additional Comments
SD	*Our ad campaign is directed at both stimulating inquiries and creating image. We also added to our print media, and our making heavy use of television. **Inquiry counts, cost-per inquiry, conversion ratios, cost per converted inquiry, and inquiry origins by state zip code are handled by computer.
TN	*The marketing department does a conversion study of our print ads. Major questions that are asked: Did you come? When did you decide where you would go? What magazine do you read? Our mail response has gotten so much heavier in the last three years that we are getting away from ads that encourage a response. Our fall ads do not have a coupon. We no longer have a coupon but our return address is included. **We do not have a standard package, however, we have a new state travel map which incorporates five of our brochures (state parks, historical sites, rafting waters, attractions, and golf), (cost of map - 8 cents each); which is sent to everyone who just requests general information.
TX HWYS	*See separate response of the Texas Tourist Development Agency.
TX TOUR	*Annual conversion studies, conducted in house, sample 6,000 of the previous year's respondents to determine the proportion actually visiting Texas in the subsequent twelve months, as well as their visitation patterns.
UT	*Spring, summer and fall advertising is the responsibility of one agency, Harris & Love. Our winter programs deal heavily in matching funds from the private sector and is handled as a separate program by "et al Advertising Agency". **Inquiries are surveyed on a periodic basis; spotchecks are done through advertising conversion studies in magazines, audience surveys, and focus groups for broadcasts.
VT	*We conduct annual surveys and spot interviews to determine visitor profile, economic data, and vacation activity preferences.
VA	*Our travel advertising is also directed toward strengthening awareness of Virginia, which is important to our objective. **Inquiries are recorded for CPI studies and conversion ratio studies.
WA	*Conversion study **Results of first-ever promotion campaign of this magnitude, begun in spring 1982. ***Plus two more specialized "mass" fulfillment kits, and special kits on request.
WV	*Advertising to the direct market in 1982 was primarily focused out of state. The fall campaign provided information on the fall color season; our Calendar of Events while the spring ads promoted our discount coupons. Information on the source of the response, the areas responses are received from and the number of responses are compiled by the company that handles our mailings.
WI	*Coupon response to 1983 Spring-Summer media advertising.
WY	*Matching funds are for non-governmental, non-profit, tourist-related organizations. At least 20% of their private sector funding must originate from Wyoming representatives. **The total budget available for matching funds during fiscal year 1984 is $120,000 ***Conversion studies are done periodically. ****115,000 (advertising response) and 62,000 (general inquiry).
CM	Cooperative Marketing Policy has been developed to encourage the development and marketing of off-season and other special tours to the Northern Marianas, and to provide monetary and other assistance to such endeavors. Proposals for such assistance must meet the following criterias: 1) the project must be structured as a special promotion; annual or semi-annual general sale tour packages will not qualify. 2) The project must be aimed at producing a minimum of 500 visitors for the Northern Marianas. 3) The amount of financial contribution to the organizing group will not exceed for any one project. Amounts may be greater depending on the scope and its duration
GU	Cooperative marketing policy has been developed to encourage off-season and other special groups to Guam and to provide monetary and other assistance to such endeavors. Proposals from organizations: ie. airlines, tour operators, travel agents, business firms and social organizations are welcomed but must meet the following criterias: 1. The project must be structured as a special promotion; annual or semi-annual general sale tour packages will qualify. 2. The project must be aimed to producing at least 1,000 visitors for Guam. 3. The amount of financial contribution to the organizing group will not exceed $5,000 for any one project. 4. Proposals must include budget information which specifically indicates how the GVB contribution will be expended. 5. Promotional materials mentioning the GVB in any way must be approved in writing by the Bureau prior to the publication. 6. Participation must be approved by the GVB's Board of Directors which requires that proposals be submitted to the Bureau at least one month prior to commencement of project.

State	13. Additional Comments
VI	*We measure coupon response to a mail house. **Starch report for present ad effective print Burke Tests for broadcast media. If we find one ad is not effective, we try to improve quality of shot and do more of what is good for better readability and memorability. ***We do a visitor exit study.

State	1. Date Fiscal Year Begins	2. Total Budget for Fiscal Year 1982-83	Rank	3. Total Budget for Fiscal Year 1983-84	Rank	4. Is Entire Travel Office Budget Funded by State General Revenue?	5. Other Sources of Funding for State Travel Office	6. Percentage of Budget Derived from Other Sources	7. State Sales Tax Rates Applicable to Commercial Lodging
AL	October 1	$2,178,565	20	$2,391,867	24	No	Lodging tax (1% of 4%)	82%	4% state specific tax on lodging
AK	July 1	8,673,200*	3	7,150,000**	4	Yes	NA	NA	None
AZ	July 1	1,618,600	28	1,630,400	34	Yes	NA	NA	3% state specific tax on lodging
AR	July 1	2,338,375	19	2,447,820	22	Yes	NA	NA	3% state general sales tax*
CA	July 1	468,515	46	492,370	50	No	Economic development grant shared by other depts.	3%	None
CO	July 1	778,554	40	3,500,000*	20	No	Lodging, ski-lifts, restaurants, bars, transportation, attractions	100%	None
CT	July 1	585,357	43	780,710	43	Yes	NA	NA	7.5% state general sales tax
DE	July 1	571,100	44	576,700	48	Yes	NA	NA	6% state specific tax on lodging
FL	July 1	8,887,105	2	8,923,529	1	Yes	NA	NA	5% state general sales tax
GA	July 1	3,320,364	16	3,477,042	21	Yes	NA	NA	3% state general sales tax 3% state specific tax on lodging
HI	July 1	4,745,000	6	4,416,732	11	No	Membership Miscellaneous income	31% 2%	4% state general sales tax
ID	July 1	820,000*	39	830,000	42	No	Room tax	100%	4.5% state general sales tax 2% state specific tax on lodging
IL	July 1	3,700,000	11	4,475,000	10	No	State lodging tax	100%	6% state general sales tax 10% state specific tax on lodging
IN	July 1	392,000	48	1,109,215	40	Yes	NA	NA	5% state general sales tax
IA	July 1	417,995	47	599,530	47	Yes	NA	NA	4% state general sales tax 1-7% local option tax on lodging
KS	July 1	366,350	49	622,393	46	Yes	NA	NA	3% state general sales tax Up to 2% state specific tax on lodging

State	1. Date Fiscal Year Begins	2. Total Budget for Fiscal Year 1982-83	Rank	3. Total Budget for Fiscal Year 1983-84	Rank	4. Is Entire Travel Office Budget Funded by State General Revenue?	5. Other Sources of Funding for State Travel Office	6. Percentage of Budget Derived from Other Sources	7. State Sales Tax Rates Applicable to Commercial Lodging
KY	July 1	3,393,900	15	3,517,000	18	Yes	NA	NA	5% state general sales tax
LA	July 1	3,700,000	12	3,699,251	16	Yes	NA	NA	3% state general sales tax Up to 2% local option tax on lodging
ME	July 1	700,000*	41	500,000**	49	No	Private sector matched state grant	50%	5% state general sales tax
MD	July 1	1,853,259	24	2,037,766	28	Yes	NA	NA	5% state general sales tax state specific tax on lodging varies by county
MA	July 1	2,000,000	21	3,500,000	19	Yes	NA	NA	5.7% state specific tax on lodging
MI	October 1	6,540,000	5	6,900,000	5	Yes	NA	NA	4% state general sales tax
MN	July 1	1,311,718	33	3,926,100	15	Yes	NA	NA	6% state general sales tax
MS	July 1	1,802,000	25	1,798,897	30	Yes	NA	NA	5% state general sales tax
MO	July 1	1,638,017	27	1,645,836	33	Yes	NA	NA	3.13% state general sales tax
MT	July 1	883,332*	38	1,268,914**	37	No	Private sector co-op programs	20%	None
NE	July 1	1,199,128	36	1,138,215	39	No	Lodging tax	95%	1% state specific tax on lodging
NV	July 1	165,000*	50	2,172,497*	27	No	Room tax** Economic Dev. Commission	10%	5% state general sales tax 1% state specific tax on lodging
NH	July 1	1,219,722	35	1,262,887	38	Yes	NA	NA	7% state specific tax on lodging
NJ	July 1	2,424,761	18	2,424,761	23	Yes	NA	NA	None
NM	July 1	1,300,000	34	4,284,700	14	Yes	NA	NA	3.5% state general sales tax
NY	April 1	9,900,000	1	7,900,000	2	Yes	NA	NA	None
NC	July 1	3,500,000	14	4,350,000	12	Yes	NA	NA	4% state general sales tax

State	1. Date Fiscal Year Begins	2. Total Budget for Fiscal Year 1982-83	Rank	3. Total Budget for Fiscal Year 1983-84	Rank	4. Is Entire Travel Office Budget Funded by State General Revenue?	5. Other Sources of Funding for State Travel Office	6. Percentage of Budget Derived from Other Sources	7. State Sales Tax Rates Applicable to Commercial Lodging
ND	July 1	620,000	42	637,000	45	No	Gas tax	100%	4% state general sales tax 2% local option tax on lodging
OH	July 1	1,527,279	30	5,000,000	8	Yes	NA	NA	5% state general sales tax
OK	July 1	3,543,613*	13	3,629,068*	17	Yes	NA	NA	2% state general sales tax
OR	July 1	900,000		1,270,000	36	Yes	NA	NA	None
PA	July 1	6,730,000	4	7,188,022	3	Yes	NA	Na	6% state general sales tax
RI	July 1	550,000	45	737,000	44	Yes	NA	NA	6% state general sales tax 6% state specific tax on lodging
SC	July 1	4,666,751	7	5,249,351	7	No	Excess of admissions tax over $3.5 million	24%	4% state general sales tax
SD	July 1	1,695,000	26	1,762,100	32	No	Motor fuel tax	100%	4% state general sales tax
TN	July 1	4,169,000*	8	5,575,000	6	Yes	NA	NA	None
TX HYWS	Sept. 1	2,364,139	9	2,576,009	13	No	*	*	3% state specific tax on lodging
TX TOUR	Sept. 1	1,767,994		1,755,821		Yes	NA	NA	3% state specific tax on lodging
UT	July 1	1,955,000	22	2,228,100	26	No	Motor fuel Funds from sales	5.3% 4.7%	5% state general sales tax Up to 3% state specific tax on lodging
VT	July 1	1,415,900	31	1,441,500	35	Yes	NA	NA	4% state general sales tax 5% state specific tax on lodging
VA	July 1	3,825,300	10	4,687,950	9	Yes	NA	NA	4% state general sales tax
WA	July 1	3,301,120	17	2,263,000	25	No	Motor gasoline tax Trade fair funds	14% 4	6.5% state general sales tax
WV	July 1	1,406,571	32	1,019,183	41	Yes	NA	NA	5% state general sales tax
WI	July 1	1,545,000	29	2,006,000	29	Yes	NA	NA	5% state general sales tax
WY	June 30	1,927,898	23	1,767,959	31	Yes	NA	NA	3% state general sales tax

State	1. Date Fiscal Year Begins	2. Total Budget for Fiscal Year 1982-83	Rank	3. Total Budget for Fiscal Year 1983-84	Rank	4. Is Entire Travel Office Budget Funded by State General Revenue?	5. Other Sources of Funding for State Travel Office	6. Percentage of Budget Derived from Other Sources	7. State Sales Tax Rates Applicable to Commercial Lodging
AS	October 1	322,000		287,500		Yes	NA	NA	None
CM	October 1	831,200		Not available		No	Room occupancy tax Beer container tax Membership dues Membership in-kind Services	69% 11 2 18	10% state specific tax on lodging
GU	October 1	1,923,233		2,159,413		No	In-kind contributions and membership dues	20%	4% state general sales tax 10% state specific tax on lodging
VI	October	5,508,608		7,500,000		Yes	NA	NA	5% state general sales tax

8. Breakdown of 1982-83 Budget (By Dollar Amounts)												9. Advertising Breakdown by Medium and Dollars 1982-1983 (Percent in-State)
State	Personal Services	Rent and Utilities	Other Administrative Costs	Advertising: Production/ Media Purchase	Printing & Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction/ Operation	Other	
AL	$1,023,728	$ 89,082	$ 114,844	$ 589,525	$ 10,846	NA	NA	None	$ 75,948	NA	Travel: $123,350 Other: 151,242	NA (None)
AK	654,500	NA	228,900	559,000/ 4,190,100	1,741,400	$ 30,000	$300,000	$ 75,900	425,100	Incl. in personl. srvcs.	Travel 77,500 Foreign mkt. dev 220,000 Misc. 170,800	Magazine: $1,595,700 Newspaper: 107,500 TV: 2,374,900 Other: 112,000 (None)
AS	371,400	37,400	NA	65,000/ 553,500	205,000	Incl. in other	Incl. in other	Incl. in other	100,000	None	Travel: 28,300 Other: 259,000	Magazine: 207,000 Newspaper: 11,000 TV: 261,000 Outdoor: 2,000 Other: 72,500 (None)
AR	576,700	176,700	NA	30,000/ 430,000	257,116	50,000	15,000	50,000	307,195	NA/ 380,000	Travel: 65,664	Magazine: 250,000 Newspaper: 140,000 Radio: 30,000 TV: 10,000 (None)
CA	230,344	13,433	41,363	None	149,000	*	None	10,000	None	NA	Travel: 24,375	NA (None)
CO	154,294	NA	NA	50,000/ 300,000	260,000	10,000	(Included in promo.)	None	None	NA	Travel: 4,260	Magazine: 200,000 Newspaper: 100,000 (None)
CT	171,057	(Agency overhead)	NA	5,000/ 65,000	130,000	3,000	200,000	(In-house)	NA	NA/ 6,300	Travel: 5,000	NA (Less than 10%)
DE	156,300	NA	34,300	10,000/ 90,000	52,500	33,500	30,700	4,200	147,500	NA	Travel: 8,800 Other: 3,300	Magazine: 86,300 Newspaper: 3,000 Outdoor: 700 (None)

8. Breakdown of 1982-83 Budget (By Dollar Amounts)												
State	Personal Services	Rent and Utilities	Other Administrative Costs	Advertising: Production/ Media Purchase	Printing & Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction/ Operation	Other	9. Advertising Breakdown by Medium and Dollars 1982-1983 (Percent in-State)
FL	1,954,576	NA	1,041,850	300,000/ 3,990,896	360,677	746,200	NA	300,000	None	NA	Films: 40,000 Other: 152,906	Magazine: 1,752,718 Newspaper: 36,030 Radio: 176,000 TV: 2,026,148 (None)
GA	2,054,774	Incl. in wel. ctr.	22,500/ 285,000	83,030	201,500	62,020	Incl. in promo.	15,160	95,000	NA/ 365,119	Travel: 96,261 Other: 40,000	Magazine: 200,000 Other: 85,000 (None)
HI	1,671,200	266,375	237,800	75,000/ 735,000	493,500	707,525	85,900	134,900	135,000	NA	Travel: 75,650 Mtgs: 114,350 Mbrshp: 12,800	Magazine: 560,000 TV: 250,000 (None)
ID	138,000	23,000	16,000	40,000/ 190,000	269,000	49,000	40,000	20,000	None	NA	Travel: 35,000	Magazine: 190,000 (None)
IL												
IN	141,455	NA	15,708	None	150,000	59,737	NA	11,000	100,000*	NA	Travel: 14,100	NA (None)
IA	193,365	10,630	35,000	3,000/ NA	55,000	13,000	5,750	41,750*	31,500	NA/ 11,500	Travel: 17,500	NA (None)
KS	97,708	50,042	6,500	22,275/ 20,000	120,000	11,329	NA	Special funding	NA	NA/ 12,642	Travel: 22,059 Cont. serv: 3,795	Magazine: 1,000 Newspaper: 500 Radio: 2,500 TV: 15,000 Outdoor: 1,000 (95%)
KY	554,900	75,000	502,300	100,000/ 850,000	275,000	110,000	70,000	75,000	360,000	NA/ 37,000	Travel: 45,000 Mis. serv 339,700	Magazine: 150,000 Newspaper: 100,000 Radio: 250,000 TV: 200,000 Outdoor: 20,000 Other: 130,000 (30%)

8. Breakdown of 1982-83 Budget (By Dollar Amount)												9. Advertising Breakdown by Medium and Dollars 1982-1983 (Percent in-State)
State	Personal Services	Rent and Utilities	Other Administrative Costs	Advertising: Production/ Media Purchase	Printing & Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction/ Operation	Other	
LA	1,195,326	62,000	96,937	708,561	261,520	170,000	30,000	7,040	200,000	NA/ 310,500	Travel: 62,667	NA (None)
ME	150,000	20,000	60,000	25,000/ 175,000	130,000	5,000	20,000	None	NA	NA/ 100,000	Travel: 15,000	Magazine: 25,000 Newspaper: 50,000 Radio: 100,000
MD	325,621	600	52,730	175,360/ 460,000	151,300	15,000	28,131	9,700	293,400	NA/ 279,417	Travel: 48,500 Mail. & dist: 13,500	Magazine: 220,000 Newspaper: 160,000 Radio: 70,000 Other: 10,000 (20%)
MA	71,284	5,000	85,000	407,906	40,000	336,810	NA	None	1,000	NA	Photo: 24,000 Exhibits 30,000	NA (30%)
MI	906,800	NA	74,400	169,220/ 2,406,780	1,160,000	496,500	34,500	40,000	1,160,000	NA	Travel: 62,100 Equip: 6,800 Bus/cmty asst: 20,000	Magazine: 340,389 Newspaper: 189,982 Radio: 699,967 TV: 1,176,432 (15%)
MN	344,769	49,000	6,187	79,000/ 246,300	289,164	42,398	59,700	5,000	180,000	NA	Travel: 10,200	Magazine: 17,200 Newspaper: 201,900 TV: 27,200 (26%)
MS	581,304	200,000	12,000	68,696/ 60,000	237,000	10,000	10,000	25,000	175,000	NA/ 350,000	Travel: 73,000	Magazine: 5,000 Radio: 15,000 TV: 25,000 Outdoor: 15,000 (66%)
MO	448,645	NA	172,176	86,000/ 484,000	300,000	18,000	Incl. in travel	25,000	None	NA/ 59,196	Travel: 45,000	Magazine: 37,000 Newspape.: 101,000 Radio: 146,000 TV: 120,000 Other: 80,000 (25%)

8. Breakdown of 1982-83 Budget (By Dollar Amount)												
State	Personal Services	Rent and Utilities	Other Administrative Costs	Advertising: Production/ Media Purchase	Printing & Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction/ Operation	Other	9. Advertising Breakdown by Medium and Dollars 1982-1983 (Percent in-State)
MT	170,645	23,855	71,934	20,000/ 341,072	196,318	21,374	7,830	7,300	None	NA	Travel: 22,004	Magazine: 291,072 Newspaper: 40,000 Outdoor: 10,000 (None)
NE	240,052	NA	40,000	59,350/ 393,994	183,732	40,000	10,000	2,000	70,000	NA/ 85,000	Travel: 25,000 Other: 50,000	Magazine: 225,500 Newspaper: 45,660 Radio: 90,000 Outdoor: 8,100 Other: 4,680 (1%)
NV	60,000	13,000	22,000	25,000/ 15,000	20,500	1,800	1,700	None	None	NA	Travel: 6,000	Magazine: 15,000 (10%)
NH	89,211	NA	NA	368,000	108,536	18,804	66,106	Incl. in overhead	348,560	NA*	Travel: 7,505 Branch off. & addtl. prsnl: 213,000	NA (9%)
NJ	299,169	14,000	NA	1,400,000	300,000	Incl. in Adver.	Incl. in Adver.	Incl. in Adver.	50,000	50,000	Travel: 18,800 Other: 292,579	NA
NM	437,634	18,169	268,641	24,932/ 202,408	284,968	4,029	Incl. in promo.	19,000	100,000	Incl. in admin. costs	Travel: 29,704	Magazine: 177,408 Radio: 25,000 (12.5%)
NY			NA/ 5,000,000									
NC	423,000	4,000	33,000	100,000/ 1,400,000	500,000	25,000	30,000	6,000	94,000	150,000/ 700,000	Travel: 35,000	Magazine: 600,000 Newspaper: 800,000 (None)
ND	171,690	NA	44,040	30,000/ 100,000	85,000	7,000	5,000	8,000	50,000	3,500	Travel: 35,770 Postage: 40,000 Magazine subsidy: 40,000	Magazine: 83,000 Newspaper: 9,000 Other: 8,000 (None)

8. Breakdown of 1982-83 Budget (By Dollar Amount)												9. Advertising Breakdown by Medium and Dollars 1982-1983 (Percent in-State)
State	Personal Services	Rent and Utilities	Other Administrative Costs	Advertising: Production/ Media Purchase	Printing & Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction/ Operation	Other	
OH	645,891	162,130	NA	158,523/ 225,000	174,449	7,173	42,175	88,732	NA	NA	Travel: 23,208	NA (100%)
OK	1,504,414	85,309	162,610	57,000/ 623,000**	589,727	32,550	27,900	36,456	362,700	NA/ 111,600	Travel: 80,347	Magazine: 148,000 Newspaper: 90,000 Radio: 10,000 TV: 186,000 Outdoor: 15,000 Other: 44,000 Trade Agreement: 130,000 (44%)
OR	235,000	NA	NA	70,000/ 215,000	200,000	8,000	10,000	8,000	None	NA/ 45,000	Travel: 9,000	Magazine: 200,000 Newspaper: 15,000 (None)
PA	873,000	43,785	60,465	223,420/ 742,380	1,370,820	10,570	27,555	57.255	3,300,000	NA/ 4,000	Travel: 16,750	Magazine: 518,600 Newspaper: 23,900 Radio: 99,000 TV: 91,800 Outdoor: 9,000 (47%)
RI	158,275	NA	NA	20,000/ 80,000	200,000	NA	1,000	NA	5,000		NA	Magazine: 55,000 Newspaper: 20,000
SC	1,151,001	4,000	139,169	46,000/ 856,000	407,930	50,000	10,000	7,860	955,000	NA/ 114,918	Travel: 58,218 Special promo: 866,655	Magazine: 435,564 Newspaper: 62,857 TV: 357,579 (2.2%)
SD	389,177	13,900	359,172	39,000/ 464,297	263,102	15,000	NA	5,000	None	NA	Travel: 44,784 Postage & freight: 101,568	Magazine: 221,288 Newspaper: 40,479 TV: 202,530 (None)

8. Breakdown of 1982-83 Budget (By Dollar Amount)												9. Advertising Breakdown by Medium and Dollars 1982-1983 (Percent in-State)
State	Personal Services	Rent and Utilities	Other Administrative Costs	Advertising: Production/ Media Purchase	Printing & Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction/ Operation	Other	
TN	1,582,240	181,100	55,900	NA/ 939,500**	456,400	26,600 (trade & travel shows only)	Incl. in adver.	None	135,000	25,400/ 537,700	Travel: 158,900 Grants: 70,410	Magazine: 199,500 Newspaper: 168,400 Radio: 11,800 TV: 107,500 Outdoor: 200 Other: 452,100***
TX HWYS	NA**	NA**	NA**	NA**	981,230	NA**	NA**	NA**	None	NA/ 1,382,909	NA	NA** (NA*)
TX TOUR	302,436	NA	45,808	95,500/ 994,750	73,500	80,000	63,000	61,000	None	None	Travel: 48,000 [illegible]hp. & dues: 4,0[illegible]	Magazine: 942,960 Newspaper: 51,790 (20%)
UT	335,865	NA	122,970	866,000	183,515	13,550	25,300	50,000	135,000	NA/ 166,100	Travel: 25,000	Magazine: 285,299 Radio: 139,125 TV: 221,336 Outdoor: 183,676 Other: 36,564 (None)
VT	369,100	46,700	58,900	45,000/ 370,600	245,100	8,500	6,000	1,000	250,000	NA	Travel: 15,000	Magazine: 140,000 Newspaper: 86,600 Radio: 39,000 TV: 105,000 (1%)
VA	NA	NA	1,040,200	182,700/ 1,485,500	524,300	4,500	25,000	18,000	NA	NA/ 545,100	NA	Magazine: 784,050 Newspaper: 295,725 Radio: 1,650 TV: 390,825 Other: 13,250 (None)
WA	306,050	9,566	44,350	365,544/ 1,400,000	391,902	17,684	11,543	42,355	385,235	NA/ 41,293	Travel: 48,875 Other: 230,997	Magazine: 390,000 Newspaper: 10,000 Radio: 350,000 TV: 570,000 Outdoor: 40,000 Other: 40,000

8. Breakdown of 1982-83 Budget (By Dollar Amount)												9. Advertising Breakdown by Medium and Dollars 1982-1983 (Percent in-State)
State	Personal Services	Rent and Utilities	Other Administrative Costs	Advertising: Production/ Media Purchase	Printing & Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction/ Operation	Other	
WV	406,404	24,827	76,057	112,200/ 268,000	238,300	33,543	*	15,000	192,400	NA	Travel: 39,840	Magazine: 135,000 TV: 133,000 (None)
WI	660,100*	NA	64,600	NA/ 370,000	130,000	18,000	5,000	None	28,000	235,600	Travel: 24,700 Photo library: 9,000	Magazine: 63,300 Newspaper: 221,400 Other: 85,300 (14%)
WY	331,619	53,095	48,705	38,440/ 420,415	546,716	148,672	Incl. in promo.	3,000	174,000	NA/ incl. in rent & util.	Travel: 93,203 Data process: 69,673	Magazine: 309,005 Newspaper: 31,531 Radio: 31,531 Co-op & trade: 48,348 (None)
AS	110,000	NA	172,000	NA	NA	NA	NA	NA	NA	NA	Travel: 10,000 Equip. & supplies: 30,000	NA
CM	236,123	NA	72,787	5,000/ 70,000	21,200	225,000	80,250	None	47,000	NA	Travel: 44,840 Fixed assets: 8,800 Cmnty. related proj: 21,200	Magazine: 70,000 (None)
GU	362,052	62,888	95,661	16,500/ 410,470	37,400	357,407	39,423	35,000	20,000	NA	Travel: 36,550 Special events cmnty. devel. fund: 129,333 In-kind contr./ mbrshp. dues: 320,539	Magazine: 97,641 Radio: 65,094 TV: 162,735 Other: 85,000 (None)
VI	971,933	354,165	235,510	300,000/ 3,002,000	130,000	85,000	125,000	None	40,000	NA	Travel: 65,000 Wholesaler bonus: 200,000	Magazine: 2,100,000 Newspaper: 175,000 Radio: 250,000 TV: 300,000 Outdoor: 75,000 Other: 102,000

10. Breakdown of 1983-84 Budget (By Dollar Amount)												11. Advertising Breakdown by Medium and Dollars 1983-1984 (Percent in-State)
State	Personal Services	Rent and Utilities	Other Administrative Costs	Advertising Production/ Media Purchase	Printing & Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction/ Operation	Other	
AL	$1,063,963	$218,000	$210,000	$691,808	NA	NA	NA	None	$100,000	NA	Travel: $92,096 Other: 16,000	NA (None)
AK	668,400	NA	186,000	241,200/ 3,177,000	$1,635,300	$ 25,000	$315,000	$150,000	275,100	Incl. in persnl. srvcs.	Travel: 59,800 Foreign Market Dvlpmt: 120,000 Misc: 227,200	Magazine: 1,690,000 Newspaper: 125,000 TV: 1,362,000 (less than 1%)
AZ	365,000	44,000	NA	75,000/ 543,500	175,000	64,000	34,000	32,000	100,000	NA	Travel: 35,000 Other: 152,900	Magazine: 93,300 Newspaper: 50,500 TV: 15,000 Outdoor: 23,000 Other: 148,700 (None)
AR	590,000	180,000	71,125	40,000/ 440,000	264,500	55,000	15,000	50,000	307,195	NA/ 385,000	Travel: 50,000 Other: 120,000*	Magazine: 255,000 Newspaper: 145,000 Radio: 30,000 TV: 10,000 (None)
CA	244,199	13,433	29,363	1,000/ NA	165,000	*	None	15,000	None	NA	Travel: 24,375	NA (None)
CO												
CT	195,118	3,500	NA	6,000/ 144,000	187,011	36,000	190,000	In-house	*	NA/ 48,510	Travel: 2,071	Magazine: 24,000 Newspaper: 80,000 Radio: 10,000 TV: 30,000 (Less than 1%)
DE	151,900	NA	27,900	NA/ 85,000	100,300	10,000	30,000	1,500	100,000	NA	Travel: 10,100 Other: 60,000	Magazine: 85,000 (None)
FL	1,951,498	NA	971,491	438,104/ 3,900,000	467,952	707,000	NA	300,000	None	NA	Ctrct: 104,000 Films & exhbts: 64,296 Oper. outlay: 19,187	Magazine: 1,280,147 Newspaper: 19,853 Radio: 245,000 TV: 1,755,000 Other: 600,000 (None)

10. Breakdown of 1983-84 Budget (By Dollar Amount)												11. Advertising Breakdown by Medium and Dollars 1983-1984 (Percent in-State)
State	Personal Services	Rent and Utilities	Other Administrative Costs	Advertising Production/ Media Purchase	Printing & Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction/ Operation	Other	
GA	2,158,715	Incl. in wel. ctr.	70,104	22,500/ 285,000	191,500	101,810	Incl. in promo.	15,960	110,000	NA/ 385,453	Travel: 96,000 Other: 40,000	Magazine: 200,000 Other: 85,000 (None)
HI	1,746,000	270,725	259,082	25,000/ 450,000	345,000	571,175	61,800	151,600	365,000	NA	Travel: 43,500 Mtgs. & cnvntns: 115,050 Mbrshp: 12,800	Magazine: 475,000 (None)
ID	144,000	24,000	15,000	30,000/ 230,000	250,000	45,000	43,000	15,000	None	NA	Travel: 35,000	Magazine: 230,000 (None)
IL	740,100	74,200	63,100	200,000/ 600,000	694,500	1,838,600	NA	None	427,500	Incl. in promo.	Travel: 61,400 Other: 183,000	Magazine: 120,000 Newspaper: 370,000 Radio: 100,000 Other: 10,000 (50%)
IN	165,115	NA	33,620	130,000/ 450,000	270,000	20,000	10,000	15,000	100,000*	NA	Travel: 15,480	Magazine: 37,500 Newspaper: 5,000 Radio: 6,000 TV: 400,000 Other: 1,500 (3%)
IA	190,380	NA	38,500	30,000/ 157,000	95,000	14,990	7,775	3,635	35,000	NA/ 12,500	Travel: 21,000	Magazine: 69,110 Newspaper: 76,890 Trade Publica: 11,000 (None)
KS	231,880	NA	39,356	134,190/ 67,000	87,947	16,971	3,000	Special funding	NA	Special funding/ 18,234*	Travel: 23,815	Magazine: 20,000 Newspaper: 2,000 Radio: 30,000 TV: 15,000 (39%)

10. Breakdown of 1983-84 Budget (Dollar Amounts)												
State	Personal Services	Rent and Utilities	Other Administrative Costs	Advertising Production/ Media Purchase	Printing & Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction/ Operation	Other	11. Advertising Breakdown by Medium and Dollars 1983-1984 (Percent in-State)
KY	595,300	80,000	522,500	182,000/ 768,000	300,000	110,000	80,000	80,000	360,000	NA/ 45,000	Travel: 50,000 Other: 344,200	Magazine: 150,000 Newspaper: 95,000 Radio: 230,000 TV: 125,000 Outdoor: 20,000 Other: 148,000 (30%)
LA	1,154,734	63,000	NA	702,335	259,245	170,000	30,000	7,040	200,000	NA/ 330,776	Travel: 62,121 Other: 720,000*	NA (None)
ME	150,000	20,000	60,000	25,000/ 175,000	130,000	5,000	20,000	None	NA	NA/ 100,000	Travel: 15,000	Magazine: 25,000 Newspaper: 50,000 Radio: 100,000
MD	333,636	567	53,247	184,100/ 509,540	156,540	20,000	31,337	10,185	393,400	NA/ 282,000	Travel: 50,304 Mail & dist. serv. 12,910	Magazine: 225,901 Newspaper: 131,064 Radio: 16,575 TV: 95,000 Outdoor: 11,000 (10%)
MA												
MI	1,168,500	NA	NA	170,400/ 2,445,000	1,200,000	504,800	34,700	40,000	1,246,100	NA	Travel: 64,600	Magazine: 344,700 Newspaper: 193,200 Radio: 711,500 TV: 1,195,600 (15%)
MN	554,000	78,000	926,500	200,000/ 750,000	933,000	100,000	100,000	70,000	700,000	NA	Travel: 56,600	Magazine: 150,000 Newspaper: 225,000 Radio: 150,000 TV: 150,000 Outdoor: 60,000 Other: 15,000 (25%)

10. Breakdown of 1983-84 Budget (By Dollar Amounts)												11. Advertising Breakdown by Medium and Dollars 1983-1984 (Percent in-State)
State	Personal Services	Rent and Utilities	Other Administrative Costs	Advertising Production/ Media Purchase	Printing & Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction/ Operation	Other	
MS	639,332	225,000	13,567	20,000/ 40,000	245,000	10,000	10,000	20,000	150,000	NA/ 350,000	Travel: 75,998	Radio: 15,000 TV: 25,000 (100%)
MO	465,707	NA	185,187	84,836/ 576,000	136,500	20,000	48,000	25,000	NA	NA/ 62,106	Travel: 42,500	Magazine: 20,000 Newspaper: 100,000 Radio: 191,000 TV: 225,000 Outdoor: 40,000 (25%)
MT	210,410	25,500	75,300	30,000/ 540,574	246,000	22,000	25,000	23,500	45,000	NA	Travel: 25,630	Magazine: 380,000 Newspaper: 25,000 Radio: 10,574 TV: 100,000 Outdoor: 25,000 (None)
NE	223,972	5,114	45,000	63,000/ 315,000	219,150	85,000	3,000	26,000	70,000	Oper. 63,730	Travel: 19,249	Magazine: 170,000 Newspaper: 133,000 Outdoor: 12,000 (None)
NV	230,412	Incl. in other administrative costs	187,690	1,346,633	Incl. in advertsng	NA	NA	None	100,000	NA	Travel: 57,762	NA
NH	126,844	NA	56,000	300,000	66,000	11,000	108,000	Incl. in overhead	475,000	NA*	Travel: 9,043 Parks promo & branch offices: 111,000	NA
NJ	299,169	14,000	NA	1,400,000	300,000	Incl. in adver.	Incl. in adver.	Incl. in adver.	50,000	50,000	Travel: 18,800 Other: 292,579	Magazine: 52,250 Newspaper: 122,500 Radio: 147,462 TV: 498,468 Other: 580,000
NM	401,000	12,700	549,800	200,000/ 1,145,000	723,000	114,400	2,800	100,000	867,000	150,000/ incl. in rent & util.	Travel: 19,000	NA (10%)

10. Breakdown of 1983-84 Budget (By Dollar Amounts)												
State	Personal Services	Rent and Utilities	Other Administrative Costs	Advertising Production/ Media Purchase	Printing & Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction/ Operation	Other	11. Advertising Breakdown by Medium and Dollars 1983-1984 (Percent in-State)
NY				5,300,000								
NC	423,000	4,000	33,000	100,000/ 2,100,000	500,000	25,000	30,000	6,000	94,000	200,000/ 800,000	Travel: 35,000	Magazine: 1,000,000 Newspaper: 1,100,000 (None)
ND	185,629	NA	17,576	21,000/ 150,000	92,000	12,000	7,000	5,000	63,000	5,000/ 4,000	Travel: 44,795 ND magazine sbsdy: 30,000	Magazine: 95,000 Newspaper: 38,000 Radio: 8,000 TV: 4,000 Other: 5,000 NA
OH	425,000	NA	370,000	132,400/ 2,344,700	220,100	None	785,000	250,000	270,000	NA	Travel: 20,000 Telemktg: 224,000 Other: 20,000	Magazine: 67,900 Newspaper: 121,606 Radio: 1,078,157 TV: 948,704 Outdoor: 128,333 (75%)
OK	1,450,273	44,988	175,000	60,000/ 720,000**	610,270	42,500	88,000	36,000	354,700	NA/ 113,287	Travel: 64,150	Magazine: 150,000 Newspaper: 100,000 Radio: 20,000 TV: 250,000 Outdoor: 20,000 Other: 50,000 Trade Agreement: 130,000 (34%)
OR	277,487	NA	NA	75,000/ 375,000	337,000	15,000	19,750	10,000	None	NA/ 45,000	Travel: 17,000 Other: 98,873	NA (None)
PA	884,310	57,454	59,058	330,000/ 1,300,000	926,400	10,000	30,000	60,000	3,500,000	NA/ 4,000	Travel: 26,800	Magazine: 565,000 Newspaper: 75,000 Radio: 160,000 TV: 500,000 (42%)

10. Breakdown of 1983-84 Budget (By Dollar Amounts)												11. Advertising Breakdown by Medium and Dollars 1983-1984 (Percent in-State)
State	Personal Services	Rent and Utilities	Other Administrative Costs	Advertising Production/ Media Purchase	Printing & Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction/ Operation	Other	
RI	280,000	18,000	57,000	NA/ 100,000	143,000	None	None	None	43,000	16,500	Travel: 1,000 Americas Cup promo: 76,500	Magazine: 60,000 Newspaper: 40,000
SC	1,302,033	5,500	158,000	60,000/ 900,000	499,000	50,000	10,000	6,100	1,200,000	NA/ 127,000	Travel: 58,218 Cndian fstvl: 85,000 Eurpean. marke:: 95,000 Specl. promo: 693,500	Magazine: 480,000 Newspaper: 42,500 TV: 366,000 Other: 11,500 (None)
SD	460,815	27,976	218,328	69,000/ 424,000	400,000	15,000	NA	None	None	NA	Travel: 45,907 Postage: 101,074	Magazine: 225,000 Radio: 6,000 TV: 175,000 Other: 18,000 (2%)
TN	1,694,900	183,400	706,300	NA/ 913,200	306,000	50,000 ****	Incl.in adver.	10,000	135,000	125,000/ 1,276,400	Travel: 111,800 Grants: 63,000	Magazine: 140,000 Newspaper: 175,000 Radio: 20,000 TV: 70,000 (5-10%)
TX HGWY	NA**	NA**	NA**	NA**	1,054,425	NA**	NA**	NA**	None	NA/ 1,521,584		NA**
TX TOUR	314,578	NA	43,312	1,094,427	73,500	58,000	58,500	63,400	None	NA	Travel: 46,104 Mbrshp & dues: 4,000	Magazine: 813,792 Newspaper: 19,292 Other: 261,343 (10%)
UT	332,100	75,000	40,400	75,000/ 855,000	399,000	55,000	37,600	50,000	135,000	NA/ 129,000	Travel: 25,000 Other: 30,000*	Magazine: 341,833 Radio/TV: 457,167 Outdoor: 106,000 Other: 25,000 (None)

10. Breakdown of 1983-84 Budget (By Dollar Amounts)												11. Advertising Breakdown by Medium and Dollars 1983-1984 (Percent in-State)
State	Personal Services	Rent and Utilities	Other Administrative Costs	Advertising Production/ Media Purchase	Printing & Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction/ Operation	Other	
VT	434,500	37,000	54,400	38,000/ 324,900	253,500	5,000	4,000	1,000	270,000	NA	Travel: 19,200	Magazine: 190,000 Newspaper: 94,900 Radio: 30,000 TV: 10,000 (1%)
VA	NA	NA	1,125,470	479,480 1,836,810	414,480	6,000	27,000	25,000	None	NA/ 782,945	NA	Magazine: 10,054 Newspaper: 389,822 Radio: 222,984 TV: 1,213,950 (None)
WA	402,600	NA	105,000	160,000/ 640,000	384,200	44,000	12,000	50,000	250,000	NA/ 95,600	Travel: 60,200 Train-progms: 14,000 Intl. trsm. promo: 40,000 Equip: 5,400	NA
WV	380,940	26,327	77,244	NA/ 350,000	247,981	33,611	NA	15,000	196,248	NA	Travel: 41,832	Magazine: 100,000 Newspaper: 50,000 TV: 200,000 (10%)
WI	715,000	NA	91,400	NA/ 625,000	255,000	20,000	14,000	None	None	NA/ 257,600	Travel: 28,000	NA
WY	337,687	53,095	8,982	38,440/ 420,415	546.794	129,819	Incl. in promo.	3,000	120,000	NA/ Incl. in rent	Travel: 93,405* Data Proces: 16,322	Magazine: 309,005 Newspaper: 31,531 Radio: 31,531 Co-ops & trade: 48,348 (None)
AS	101,000	NA	141,000	NA	NA	NA	NA	NA	NA	NA	Travel: 10,000 Mtrl. & supply: 35,500	NA
CM												

10. Breakdown of 1983-84 Budget (By Dollar Amounts)												11. Advertising Breakdown by Medium and Dollars 1983-1984 (Percent in-State)
State	Personal Services	Rent and Utilities	Other Administrative Costs	Advertising Production/ Media Purchase	Printing & Distribution	Promotion	Press and Public Relations	Research	Matching Funds Program	Welcome Center Construction/ Operation	Other	
GU	431,341	120,125	113,886	16,500/ 410,470	67,400	357,407	40,000	35,000	20,000	NA	Travel: 37,940 In-kind contrb/ mbrshp dues: 359,902	Magazine: 97,641 Radio: 65,094 TV: 162,735 Other: 85,000 (None)
VI	1,016,950	384,200	243,850	300,000/ 4,300,000	500,000	165,000	200,000	10,000	None	NA	Travel: 80,000 Other 300,000	Magazine: 2,567,000 Newspaper: 225,000 Radio: 200,000 TV: 800,000 Other: 508,000 (None)

State	Promotion Budget Allocation 1983-84			15. Number of Shows Participating in, 1983-84	Foreign Advertising Allocation		
	12. Development of Package Tours	13. Solicitation of Conventions	14. Participation in Travel Shows		16. 1983-84 Allocation	17. By Medium and Dollars	18. By Nation and Dollars
AL	$ 25,000	None	$ 75,000	10	None	NA	NA
AK	None	$175,000	25,000	11	$ 190,000	Magazines: $150,000 Newspapers: 40,000	Canada: $ 150,000 Germany: 20,000 Japan: 20,000
AZ	5,000	None	15,000	10	75,000	NA	Canada: 40,000 United Kingdom: 20,000 Japan: 15,000
AR	26,800	Incl. in 12	35,000	6	None	NA	NA
CA	None	None	16,200	8	None	NA	NA
CO							
CT	30,000	None	2,000	6	1,500	Magazines: 1,500	Canada: 1,500
DE	3,000	None	6,000	3	None	NA	NA
FL	40,000	160,000	220,000	55	473,808	Magazines: 310,271 Radio: 45,100 Newspapers: 36,437 TV: 82,000	Canada: 212,291 Latin America: 82,151 United Kingdom: 75,940 All other countries: 103,436
GA	None	None	16,400	8	4,100	Newspapers: 4,100	Canada: 4,100
HI	None	115,000	60,000	45	221,000	Magazines: 221,000	Canada: 21,000 United Kingdom: 20,000 Japan: 120,000 All other countries: 60,000
ID	20,000	None	None	None	None	NA	NA
IL	Within advertising budget	Pt. of overall promo. budget	Same as 14	10	25,000	NA	NA
IN	10,000	3,000	None	4	None	NA	NA
IA	10,000	None	5,700	7	None	NA	NA
KS	5,000	2,471	9,500	11	None	NA	NA
KY	65,000	5,000	40,000	10	None	NA	NA
LA	None	None	35,000	20	None	NA	NA
ME	None	None	5,000	4	None	NA	NA
MD	1,000	None	13,000	15	None	NA	NA
MA							
MI	28,900	616,800	39,000	13	None	NA	NA
MN	20,000	57,000	20,000	10	5,000	Magazines: 2,000 Newspapers: 3,000	Canada: 5,000

State	Promotion Budget Allocation 1983-84			15. Number of Shows Participating in, 1983-84	Foreign Advertising Allocation		
	12. Development of Package Tours	13. Solicitation of Conventions	14. Participation in Travel Shows		16. 1983-84 Allocation	17. By Medium and Dollars	18. By Nation and Dollars
MS	None	None	3,000	4	None	NA	NA
MO	Unknown	None	25,000	4	None	NA	NA
MT	53,000	None	18,000	12	80,000	Magazines: 30,000 Newspapers: 5,000 TV: 20,000 Outdoor: 25,000	Canada: 80,000
NE	None	4,000	5,000	5	None	NA	NA
NV							
NH	Unknown	Unknown	11,000	5	Unknown	NA	NA
NJ	None	None	None	10	25,000	Newspapers: 22,500 Media prdctns: 2,500	Canada: 25,000
NM	66,000	1,000	44,400	7	13,000	NA	Japan: 13,000
NY	NA	NA	NA	20	NA	NA	NA
NC	25,000	60,000	None	None	150,000	Newspapers: 150,000	Canada: 30,000 United Kingdom: 120,000
ND	4,000	20,000	5,000	4	None	NA	NA
OH	NA	None	20,000	11	NA	NA	NA
OK	11,000	50,250	18,000	4	8,000	Magazines: 4,600 Newspapers: 1,400 Show catalogs: 2,000	Canada: 2,000 United Kingdom: 4,600 Germany: 1,400
OR	NA	NA	12,000	5	NA	NA	NA
PA	50,000	70,000	20,000	15	48,000	NA	Canada: 15,000 United Kingdom: 25,000 All other countries: 8,000
RI							
SC	10,000	None	50,000	11	60,000	Magazines: 4,000 Newspapers: 10,000 TV: 26,000 Trade: 20,000	Canada: 40,000 United Kingdom: 8,500 Germany: 9,000 All other countries: 2,500
SD	25,000	None	15,000	5	None	NA	NA
TN	16,000	NA	20,000	8	None	NA	NA
TX HWY	None	None	None	None	None	NA	NA
TX TOUR	34,500	None	23,500	4	None	NA	NA
UT	45,000	15,000	12,000	6	None	NA	NA

State	Promotion Budget Allocation 1983-84			15. Number of Shows Participating in, 1983-84	Foreign Advertising Allocation		
	12. Development of Package Tours	13. Solicitation of Conventions	14. Participation in Travel Shows		16. 1983-84 Allocation	17. By Medium and Dollars	18. By Nation and Dollars
VT	5,000	None	None	2	22,000	Magazines: 7,000 Radio: 3,000 Newspapers: 12,000	Canada: 22,000
VA	60,000	None	4,000	6	None	NA	NA
WA	5,000	None	28,000	NA	None	NA	NA
WV	50,000	10,000	25,000	32	None	NA	NA
WI	6,000	None	7,000	4	None	NA	NA
WY	16,592	8,297	9,961**	5	25,000	NA	NA
AS							
CM							
GU							
VI	300,000	20,000	110,000	NA	230,000	Magazines: 150,000 Newspapers: 80,000	Latin America: 130,000 United Kingdom: 25,000 Germany: 25,000 France: 25,000 All other countries: 25,000

State	Foreign Promotion		Foreign Press and Public Relations		
	19. 1983-84 Allocation	20. By Nation and by Dollar	21. 1983-84 Allocation	22. By Nation and by Dollar	23. Additional Comments
AL	50,000	Canada: $ 30,000 United Kingdom: 15,000 Japan: 5,000	None	NA	Alabama's budget is on fiscal year 10/1 to 9/30. At this time FY 83-84 budget is not approved.
AK	270,000	Canada: 150,000 Germany: 60,000 Japan: 60,000	40,000	Germany: 20,000 Japan: 20,000	*$7,755,200 state funds; $918,000 industry contributions (1982-83). ** $6,250,000 state funds, $900,000 industry contributions (1983-84).
AZ	NA*	NA	NA	NA	*Included in domestic promotion budget.
AR	None	NA	None	NA	*$120,000 World's Fair special grant not included in budget total.
CA	7,000**	Germany 3,000 Japan 4,000	NA	NA	*Trade show related expenses ($5,000) and travel ($11,200) total $16,200 & are budgeted under "other administrative costs" & "travel" respectively for both 1982-3 & 1983-4. **Foreign promotion expenses are budgeted under "other administrative costs" & "travel".
CO	NA	NA	NA	NA	*This is the maximum amount approved by the legislature. The final amount will depend on the total amount collected by the new tourism tax. Estimates place the first years total collection at $2,500,000. If it is more than $3,500,000, it is either invested or placed in a tourism promotion fund, not the general fund. Since the new tourism board was recently formed, budget information is unavailable at this time.
CT	None	NA	None	NA	*There is a $1.5 million support from regional tourism districts.
DE	None	NA	None	NA	
FL	254,000	Canada: 72,390 Latin America: 60,960 United Kingdom: 72,390 Germany: 17,780 All other countries: 30,480	30,000	Canada: 8,400 Latin America 5,100 United Kingdom: 6,600 Germany: 4,500 France: 2,100 Japan: 3,300	
GA	None	NA	Included in promotion	NA	*Local option not recorded to state revenue department.
HI	293,700	Canada: 80,000 United Kingdom: 60,400 Japan: 83,300 All other countries: 70,000	None	NA	
ID	None	NA	None	NA	*Dependent on room tax which was less than originally estimated.
IL	Part of general promotion budget	NA	Part of general promo. budget	NA	
IN	None	NA	None	NA	*Not part of operating budget.
IA	None	NA	None	NA	*Includes one time $40,000 appropriation for market research.

State	Foreign Promotion		Foreign Press and Public Relations		
	19. 1983-84 Allocation	20. By Nation and by Dollar	21. 1983-84 Allocation	22. By Nation and by Dollar	23. Additional Comments
KS	None**	NA	None	NA	*Salaries of welcome center employee's included in personal services. **Although we do not participate in some regional ventures in international promo. the dollars do not exceed $5,000 & are included in general promo. budget. Canada, Belgium, England & Germany are primary areas of interest.
KY	None*	NA	None	NA	*Canadian expenditures included in domestic expdenditures.
LA	NA	NA	NA	NA	*$720,000 special one-time World's Fair appropriation.
ME	None	NA	None	NA	*$350,000 state; $350,000 private (1982-83) **$500,000 state only (1983-84)
MD	5,000	Canada: 3,000 United Kingdom: 2,000	5,000	Canada: 2,000 United Kingdom: 3,000	
MA					
MI	39,000	NA*	None	NA	The international promo. program consists of 1) direct sales contacts with travel agents, tour brokers & airlines 2) multi-lingual literature 3) fam tours for writers & tour brokers. *Funding for foreign promotion cannot be allocated by country. Funding is used primarily for attendance at European travel shows with representation from several European countries and multi-lingual brochures.
MN	40,000	Canada: 22,000 United Kingdom: 8,000 Germany: 2,000 Japan: 2,000 All other countries: 6,000	10,000	Canada: 7,000 United Kingdom: 1,000 Germany 750 Japan: 500 All other countries: 750	
MS	None	NA	None	NA	A special appropriation was received for FY84 in the amount of $1 million. Approximately $1.2 million will be used for advertising & production.
MO	None	NA	None	NA	
MT	120,000	Canada: 120,000	2,000	Canada: 2,000	*Includes $156,000 private sector contributions. **$350,000 may be raised additionally from private sector.
NE	None	NA	None	NA	
NV					Budget decisions are to be made by the new commission on tourism. *Unable to determine budget allocations for different divisions in the dept. **5/8 goes to individual county for tourism promotion, 3/8 goes to state to fund the commission on tourism
NH	None	NA	None	NA	*State Highway Dept. is responsible for welcome centers.

State	Foreign Promotion		Foreign Press and Public Relations		
	19. 1983-84 Allocation	20. By Nation and by Dollar	21. 1983-84 Allocation	22. By Nation and by Dollar	23. Additional Comments
NJ	25,000	Canada: 25,000	Included in foreign promo. budget		
NM	4,000	NA	500	NA	Because of the reorganization & new staffing much of the details of budget decisions are being revised.
NY					
NC	30,000	Canada: 30,000	None	NA	
ND	5,000	United Kingdom: 1,000 Germany 1,000 All other countries: 3,000	None	NA	
OH	NA	NA	NA	NA	The 1983-84 budget specifics are currently in the decision-making process. Additionally, an alternative budget is being prepared due to a tax repeal issues on the 11/8/83 ballot.
OK	50,000	Canada: 10,000 United Kingdom: 28,000 Germany: 7,000	16,000	Canada: 4,000 United Kingdom: 8,000 Germany 2,000 All other countries: 2,000	*The OK legislature reduced the budgets of all state funded agencies by 7% during FY83. The FY84 budget appropriations were approximately the same as the reduced FY83 budget. Does not include $130,000 for trade out advertising with media since not a part of the state appropriation to the dept. **This figure includes $130,000 of trade out advertising with media.
OR	None	NA	8,000	NA	
PA	40,000	Canada: 15,000 United Kingdom: 25,000	18,000	Canada: 5,000 United Kingdom: 10,000 Germany: 3,000	
RI					
SC	180,000*	Canada: 85,000 United Kingdom: 33,250 Germany: 57,000 All other countries: 4,750	46,000*	Canada: 20,000 United Kingdom: 7,800 Germany 16,900 All other countries: 1,300	*There is some overlap in these programs.
SD	None	NA	None	NA	
TN	None	NA	None	NA	*Budget allocation was $6,015,300. Had to reduce budget due to revenue shortfalls. **Includes production, advertising, PR, promotions, press & media purchase. ***Includes a special appropriation of $287,000 for World's Fair expenditures. ****Trade & travel shows only.
TX HWY	None	NA	None	NA	*As a division of the state Dept. of Highways & Public Transportation, budget is derived from the same sources that support the dept. which are constitutionally committed highway-user revenues, plus some additional general revenues. **See separate response of TX Tourist Development Agency. The budget categories of the Travel & Information Division of the TX Dept. of Highways & Public Trans. can be only partly equated with these breakdowns.

State	Foreign Promotion		Foreign Press and Public Relations		
	19. 1983-84 Allocation	20. By Nation and by Dolla	21. 1983-84 Allocation	22. By Nation and by Dollar	23. Additional Comments
TX TOUR	21,500	Canada: 10,000 United Kingdom: 11,500 All other countries: 21,500	None	NA	For the first time in its 20-year existence, this agency will have a smaller budget with which to work in FY84 than in any previous year-to-year period.
UT	30,000	NA	12,000	NA	*International promotion of the Foremost West region.
VT	72,000	Canada: 72,000	2,000	Canada: 2,000	
VA WA	7,000	Canada: 2,000 United Kingdom 5,000	None	NA	Most tourist advertising & promotion in foreign markets is achieved through cooperative efforts with the George Washington Country & Travel South regions.
WV	None	NA	None	NA	*Responsibility of the communications division.
WI	None	NA	8,000	Germany: 4,000 All other countries: 4,000	Current foreign visitor development is being made possible through a matching grant from the U.S. Dept. of Commerce. *2 positions vacant for over 6 months.
WY	25,000	Canada: 4,000 United Kingdom: 5,000 Germany: 4,000 Japan: 4,000 All other countries: 8,000	Incl. in promo. budget	NA	*All travel (staff & guests) is included in the travel budget. Purposes include: administrative, travel shows, fam tours, travel writer's tours, etc. **Does not include travel expenses.
AS	100,000	All other countries: 100,000	NA	NA	
CM					
GU	357,410	Germany: 15,000 Japan: 310,907 All other countries: 31,500	40,000*	NA	*Press & PR budget allocation expended for press packet distribution, itinerary preparation upon notification.
VI	215,000	Canada: 65,000 United Kingdom: 30,000 Germany: 50,000 France: 15,000 All other countres: 55,000	None	NA	

State	1. Current Travel Promotion Theme or Slogan	2. Cities Out-of-State in Which Information Centers are located	3. Foreign Cities or Countries in Which Travel Office is Represented	4. Cities in Which Information Centers, Other than Highway Welcome Centers are Located	5. Official Name of Periodic State Travel Conference	6. When was it/ Will it be Held in 1983
AL	Alabama the Beautiful-The Way To Go	None	None	Birmingham Montgomery Mobile Enterprise	Alabama Hospitality & Tourism Conference	April 15-18
AK	Now being developed	None	Breman, West German Tokyo, Japan	None	Alaska Visitors Association Annual Conference*	October 6-9
AZ	Now being developed	None	None	None	Governor's Symposium on Tourism Arizona Travel Show	February 17-19
AR	Arkansas. . . is a natural	None	Brussels, Belgium (Industrial only)*	Little Rock	Governor's Conference on Tourism	March 27-30
CA	None	None	None	None	Western Tourism Conference*	December
CO	None	None	None	None	Governor's Tourism Conference	February
CT	Better Yet Connecticut	New England Vacation Center* New York City	Frankfurt, Germany	Windsor Locks Mystic Clinton Litchfield Caneen New Haven	Governor's Conference on Connecticut Tourism	Jointly held with New England Governor's Conference March 83
DE	Delaware . . . Small Wonder	None	None	Wilmington Dover Milford	Governor's Conference on Tourism & Recreation	NA
FL	Florida: When You Need it Bad, We've Got it Good	None	Canada Latin America Europe	Tallahassee	Florida Governor's Conference on Tourism	October 18-20
GA	Nobody Treats You Better Than Georgia	None	Brussels, Belgium Tokyo, Japan Toronto, Canada	Atlanta airport	Georgia Conference on Tourism*	November 16-18
HI	The Hawaiian Islands: Where The World Wants To Be	Regional Offices: New York Chicago San Francisco Los Angeles Convention Office: Washington, DC	Tokyo, Japan Hong Kong Australia New Zealand England	None	None	NA
ID	Idaho, the Great Get Away	None	None	None	State Tourism Conference	Spring
IL	Magnificent Miles of Illinois	None	Brussels San Paulo Hong Kong Osaka *	Chicago	Travel Industry Legislative Promotion	Spring 1984
IN	Wander Indiana	None	None	Evansville* Terre Haute Richmond Indianapolis Clark-Floyd counties	Lt. Governor's Conference on Tourism	Jan./Feb.

State	1. Current Travel Promotion Theme or Slogan	2. Cities Out-of-State in Which Information Centers are located	3. Foreign Cities or Countries in Which Travel Office is Represented	4. Cities in Which Information Centers, Other than Highway Welcome Centers are Located	5. Official Name of Periodic State Travel Conference	6. When was it/ Will it be Held in 1983
IA	Iowa, Come Explore the Heartland	None	Frankfurt, West Germany	None	Governor's Conference on Tourism	April 6-7
KS	Kansas . . . Land of Ah's Ah. . . Kansas!	None	None	Topeka	Governor's Conference on Tourism	June 5-7
KY	Oh! Kentucky . . . You'll Come to Love It!	None	None	None	Spring Travel Conference Fall Travel Conference	April November
LA	Louisiana, A State of Excitement	None	London, England	New Orleans Baton Rouge	Governor's Conference on Tourism	August 18-19
ME	Maine Invites You	New York City Montreal	None	None	Governor's Advisory Conference on Tourism	October 16
MD	Capture A Maryland Memory	None	None	None	Governor's Tourism Conference	October 20-21
MA	Massachusetts . . Has It All	New England Vacation Center, New York City	None	56 cities & towns*	"Awareness Day"	NA
MI	Say Yes to Michigan!	Chicago	Brussels, Belgium Tokyo, Japan	None	Governor's Ambassador Awards Travel Program	May 17
MN	Explore Minnesota	None	None	St. Paul	Governor's Conference on Tourism	Nov./Dec.
MS	It's Yours in Mississippi	None	None	Natchez Greenville	Governor's Conference on Tourism	October 16
MO	Missouri Shows You the Best Time Everytime	None	Japan Germany	Jefferson City	Missouri Tourism Conference	November 3-4
MT	Montana Naturally Inviting!	None	None	None	Governor's Conference on Travel	May 16-17
NE	Nebraska . . . Discover the Difference	None	None	None	Annual Governor's Travel Industry Conference	February 1-3
NV	Nevada's Got It. Come and Get It	None	None	None	Governor's Conference on Tourism	January 31- February 1
NH	Bring the Family	New England Vacation Center, New York City	None	Concord	New Hampshire Travel Council Annual Governor's Conference on Tourism	August 10
NJ	New Jersey and You Perfect Together	None*	None	Over 100; Chambers of Commerce, etc.	Governor's Conference on Tourism	Spring
NM	Land of Enchantment	None	None	None	Governor's Conference on Tourism & Travel	Postponed
NY	I Love New York	None	London, England	Albany Manhattan	I Love New York Tourism Conference	April

State	1. Current Travel Promotion Theme or Slogan	2. Cities Out-of-State in Which Information Centers are located	3. Foreign Cities or Countries in Which Travel Office is Represented	4. Cities in Which Information Centers, Other than Highway Welcome Centers are Located	5. Official Name of Periodic State Travel Conference	6. When was it/ Will it be Held in 1983
NC	Variety Vacationland	None	None	None	Governor's Conference on Travel & Tourism	April
ND	Our Wide Open Spaces Have A Place For You	None	None	None	Discover North Dakota Travel Conference	April
OH	Now being developed	None	Pending	None	Ohio Travel Association Conference	October 19-21
OK	On to Oklahoma	None	None	None	Governor's Tourism & Recreation Industry Conference	February 26-28
OR	Oregon-Sharing the West	None	None	None	Oregon Travel Conference	Early 1984
PA	You've Got A Friend in Pennsylvania	None	United Kingdom Germany France Mexico Japan	Harrisburg & in 58 Tourist Promotion Agencies	Governor's Conference on Travel	September 11-13
RI	Biggest Little State in the Union	New England Vacation Center-New York City	None	Warwick Hopkinton	None	NA
SC	Come See S. C.	None	Frankfurt, W. Germany Brussels, Belgium	Columbia	South Carolina Governor's Conference on Travel	February 17-19
SD	Feel Free Again in South Dakota	None	None	Rapid City Keystone Watertown Mitchell Wall Milbank Custer Sturgis	Governor's Tourism Conference	late January
TN	Let's Go Tennesseing (in-state) Follow Me To Tennessee (out-of-state)	None	None	None	Governor's Conference on Tourism	September
TX HWYS	Texas - Live The Legend	None	None	Austin	Texas Travel Councelors Conference	April 23-27
TX TOUR	Texas. A Different Point of View	None	None	None	Texas Conference on Tourist Development	September 15-16
UT	Best of the West	None	None	None	First Annual Governor's Conference on Tourism	March 28-29
VT	Vermont. A Special World	New York City	Montreal, Canada	Thru subsidy to 30 Community centers, operated primarily in summer/fall seasons.	None	NA
VA	Virginia Is For Lovers	New York City	None	Richmond New York	Governor's Travel & Tourism Conference	October 30-31
WA	See America's Other Washington - The State	None	Tokyo, Japan	None	Washington State Governor's Conference on Tourism	September 14-16

State	1. Current Travel Promotion Theme or Slogan	2. Cities Out-of-State in Which Information Centers are located	3. Foreign Cities or Countries in Which Travel Office is Represented	4. Cities in Which Information Centers, Other than Highway Welcome Centers are Located	5. Official Name of Periodic State Travel Conference	6. When was it/ Will it be Held in 1983
WV	Wild Wonderful West Virginia	None	None	None	Governor's Conference on Tourism	October
WI	Escape To Wisconsin	Chicago	None	Madison	None	NA
WY	Big Wyoming - Picture Perfect Wyoming Is What America Was Wyoming . . . A Natural Pleasure	None	None	None	Governor's Conference on Tourism	April 21-22
AS	Where Polynesia Began and the South Pacific Begins	Honolulu	None	None	None	NA
CM	The Western Pacific's Exciting New Star	None	Tokyo, Japan	None	None	NA
GU	Guam, U.S.A . . . Just Look At Us Now	Tucson Resort Area	Tokyo, Japan	None	ASTA, PATA, Pow Wow	PATA February ASTA September Pow Wow May
VI	American Paradise Summer of 82°	San Juan New York Miami Washington, DC Chicago Los Angeles	Toronto, Canada London, England Frankfurt, Germany Copenhagen, Denmark	Charlotte Amalie Christiansted Frederiksted Cruz Bay	None	NA

State	7. Toll-Free Telephone Number for Travel Information Inquiries	8. Additional Comments
AL	In-state: 1-800-392-8096 Out-of-state: 1-800-ALA-BAMA	
AK	None	*Sponsored by the private sector trade association of the Alaska visitor industry.
AZ	None	
AR	In-state: 800-482-8999 Out-of-state: 800-643-8383	*This is operated by the Arkansas Industrial Development Commission. Our primary goal is the placement of foreign manufacturing concerns in Arkansas. It also deals with agricultural product sales and occasionally with tourism promotion.
CA	None	*We endorse the Western Tourism Conference, sponsored by the Western Association of Convention & Visitors Bureaus.
CO	None	Wats lines are used only for travel writers and travel agents. Lines were available for general public but they have been discontinued.
CT	In-state: 800-842-7492 Out-of-state: 800-243-1685 (ME-VA Only)	*We share the New England Vacation Center with the other New England states. Promotion efforts also include a tourism film, a state-wide slide show, the developing of regional tourism councils, a welcome center at Bradley International Airport, joint New England promotion under auspices of New England Governor's Conference and a continuing effort to attract movie and television program production. Establishment of CT Film Commission by state legislature and employment of director of film location services. $1.5 million additional support for CT tourism promotion by 13 municipal tourism districts.
DE	In-state: 800-282-8667 Out-of-state: 800-441-8846	
FL	None	
GA	None	*We participate in, but do not sponsor Georgia's Conference on Tourism
HI	None	
ID	Out-of-state: 800-635-7820	
IL	In-state: 800-252-8987 Out-of-state: 800-637-8560**	*These offices are primarily used for international trade; tourism involvement is limited. **Regional: Indiana, Iowa, Kentucky, Michigan, Minnesota, Missouri, Ohio, Tennessee, Wisconsin.
IN	In-state: 1-800-622-4464	
IA	None	
KS	None	
KY	In-state: 800-372-2961 Out-of-state: 800-626-8000	
LA	Out-of-state: 800-535-8389 Travel Industry: 800-535-8388	
ME	None	

State	7. Toll-Free Telephone Number for Travel Information Inquiries	8. Additional Comments
ND	In-state: 1-800-472-2100 Out-of-state: 1-800-437-2077	
OH	In-state: 1-800-BUCKEYE	An interim transitional campaign, "Summer Sizzle," was developed, and launched June 15, 1983 and terminated Labor Day. As a result of the overwhelming response we increased our lines by three (total of eight), updated the staff by three additional travel counselors and extended our hours to include Monday thru Friday 8 a.m. - 8 p.m., weekends and holidays 8 a.m. - 5 p.m.
OK	800-652-6552	This division provides public relations and publicity for all divisions of the Department especially parks, resorts, and planning and development, through media contacts, advertising, Oklahoma Today magazine, newsletter, speakers bureau, eleven traveler information centers, and a center for literature distribution. We also assist the Department in the solicitation of film and television producers for locating productions in Oklahoma. We have a convention solicitation program which works closely with convention facilities within the state. We also work with the Governor's Office on the "Keep Oklahoma Beautiful" program.
OR	Out-of-state: 1-800-547-7842	
PA	800-847-4872* 800-237-4363**	*For consumers. **Trade only.
RI	Out-of-state: 800-556-2434*	*Maine through Virginia except Rhode Island.
SC	None	*A toll-free number is used for an out-of-state television advertising campaign during the spring.
SD	In-state: 800-952-2217 Out-of-state: 800-843-1930	
TN	None	We do have a "Vacation Planning Specialist" who has a line that receives all the travel information calls. Our specialist has traveled the entire state and knows every attraction and facility in Tennessee, making it more easy to fulfill each travelers vacation needs.
TX HWYS	None	
TX TOUR	None	
UT	Out-of-state: 1-800-824-UTAH*	*Ski information. Disconnected at close of ski season.
VT	None	
VA	None*	*In operation periodically in conjunction with certain advertising schedules.
WA	In-state: 1-800-562-4570 Out-of-state: 1-800-541-WASH	
WV	Out-of-state: 800-624-9110	
WI	800-ESCAPES*	*Covers Wisconsin and surrounding states of Minnesota, Michigan, Northern Illinois and Iowa.
WY	Out-of-state: 800-443-2784*	*This toll-free telephone number is for the use of travel writers, travel agents, media, tour brokers, AAA, travel professionals. It is not for the general public.

State	7. Toll-Free Telephone Number for Travel Information Inquiries	8. Additional Comments
MD	800-331-1750 Operator 250	
MA	In-state: 1-800-632-8038 Out-of-state 1-800-343-9072**	*Most owned/operated by city/town Chamber of Commerce **Includes: Maine, New Hampshire, Vermont, Rhode Island, Connecticut, New York, Pennsylvania, New Jersey District of Columbia, Delaware, West Virginia and Virginia.
MI	In-state: 1-800-292-2520 Out-of-state: 1-800-248-5700 Seasonal information (recordings) In-state: 800-292-5404 Out-of-state: 800-248-5708	Out-of-state WATS can be used by residents of Connecticut, District of Columbia, Delaware, Illinois, Indiana, Iowa, Kentucky, Maine, Maryland, Minnesota, Missouri, New Hampshire, New Jersey, New York, North Carolina, Ohio, Pennsylvania, Rhode Island, South Dakota, Tennessee, Vermont, Virginia, West Virginia and Wisconsin.
MN	In-state: 800-652-9747 Out-of-state: 800-328-1461	
MS	In-state: 800-962-2346 Out-of-state: 800-647-2290	
MO	In-state: 800-392-0711/0712 Out-of-state: 800-325-0733*	*In twelve states surrounding Missouri. We also ask how they learned the no. and capture that information on computer for our ad agency. The caller hears a taped greeting and instructions from "Mark Twain" to give his/her name and address in order to receive free Missouri Travel Guide.
MT	Out-of-state: 800-548-3390	
NE	In-state: 800-228-4307 Out-of-state: 800-742-7595	
NV	None	
NH	Out-of-state: 800-258-3608*	*For Maine, Vermont, Connecticut, Massachusetts, Rhode Island, New York and New Jersey only. This telephone, as well as a 24-hour taped toll number (603-224-2525) is currently used to give events of the week in New Hampshire. In autumn, it gives status of the foliage statewide and in winter, ski conditions are given -- all on 24-hour tape. In the event of a gas crisis, we go live part of the time and give gas availability for New Hampshire.
NJ	In-state: 800-982-0135** Out-of-state: 800-526-0956**	*We supply literature to Philadelphia, New York and Washington. **Only operates during June and July.
NM	Out-of-state: 800-545-2040	
NY	In-state: 800-342-3810	
NC	In-state: 1-800-334-1051 Out-of-state: 1-800-438-4404	

State	7. Toll-Free Telephone Number for Travel Information Inquiries	8. Additional Comments
AS	None	
CM	None	We are studying the possibility of staging the first CNMI Governor's Conference on Tourism.
GU	None	
VI	None	

State	1. Name of Public Relations or Press Information Officer	2. In What Organization Is That Person Located?	3. Is Majority of Publicity Directed Out-of-State?	4. Name of Published Newsletter	5. Frequency Newsletter Published	6. Is it Circulated to the Public?	7. Number of Press or Travel Writers Tour Conducted in 1982	8. How Many are planned for 1983?
AL	Robert Hardy Editorial Director	Alabama Bureau of Publicity and Information	Yes	Alabama Travelgram	Monthly	Yes	18	20
AR	Diane Murphy Information Officer	Travel Office	Yes	Travel Market Trends	Quarterly	Yes	30	35
AZ	Steve Tripp Director Public Relations	Office of Tourism	Yes	Arizona	Quarterly	No	50	60
AR	Tyler Hardeman Editorial Director	Travel Office	Yes	None	NA		6	6
CA	Sharon Smith-Hansgen Communications Manager	Travel Office	No	News From California	Quarterly	No (Industry only)	None	None
CO	Vacant Publicity Director	Travel Office	Yes	None	NA	NA	None	None
CT	Anthony A. Davenport Director of Communications	Other division: Communications	Yes	None	NA	NA	25	20
DE	Debbie Snyder	Travel Office	Yes	De Small Wonder	Monthly	No (Industry only)	10	15
FL	Gary L. Smith Chief Bureau of Tourism Publicity	Travel Office	Yes	Sunliner	Monthly	Yes	15	18
GA	Hanna Ledford Director	Travel Office	Yes	Georgia Development News	Quarterly	Yes	50	100
HI	V. G. "Jerry" Panzo Director Public Relations	Travel Office	Yes	President's Newsletter	Monthly	Yes	10	10
ID	Karl Wolfe	Travel Office	Yes	NA	Bi-monthly	Yes	2	2
IL	Dr. Bruce H. Hoyer	Tourism Dept. of Commerce and Community Affairs	(50/50)	None	NA	NA	4	10
IN	Elaine Ervin Deputy Director	Tourism Division	Yes	Tourism Newsletter	Periodically	Yes	2	3
IA	Tom Blackett Director	Other division: Public Information	No	Iowa Regional Travel Newsletter	Quarterly	No	None	2
KS	None	NA	No	Kansas... Land of Ah's	Every other month	Yes	5	7
KY	Kevin Nuss Director	Travel Development	Yes	None	NA	NA	20	20

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LA	None	NA	Yes	Louisiana/ Camera Ready	Quarterly	No	4	5
ME	None	NA		None	NA	NA	25	40
MD	Frank Kelly Information Officer	Travel Office	Yes	Maryland Travel Scene	Monthly	Yes	17	24
MA	Karen Ernest	Public Information Office	50/50	Masscom	Bi-monthly	Yes	3	Don't know
MI	Sue Callaway Assistant Director Mktg. Promotion	Travel Office	No	Michigania	Quarterly	Yes	23	25
MN	Ginger Sisco Assistant Director	Travel Office	No	Minnesota Travel News	Monthly	No	3	6
MS	Ginger Croce Media Relations Coordinator	Travel Office	Yes	Impact	Bi-monthly	Yes	2	4
MO	Steve Kappler Public Information Manager	Travel Office	No	Missouri	Monthly	Yes	4	4
MT	Julie Davies	Montana Promotion Bureau Dept. of Commerce	Yes	None	NA	NA	3	2
NE	Lisa Noon Public Information Officer	Other division: Public Information Office	No	Nebraska Now	Monthly	Yes	2	3
NV	David Toll	Commission on Tourism	No	Nevada Annual Events	Bi-monthly	Yes (By mailing list only)	10	20
NH	James Driscoll Assistant Director Public Relations	Travel Office	Yes	New Hampshire Council Newsletter*	Quarterly	No (Industry only)	4	2
NJ	Susan Atteridge Director, Public Information	Other division: Department of Commerce and Economic Development	No	None	NA	NA	2	6
NM	Mike Pitel Travel Writer/ Editor	Marketing & Promotion Program, Economic Development and Tourism Dept.	Yes	Travelore	Inactive	No (Industry only)	5	7
NY	Bern Rotman Director, Bureau of State Information	Other division: Bureau of State Information	50/50	Tourismemo	Monthly	Yes	23	15
NC	Glenn Mays Travel Editor	Travel Office	Yes	North Carolina Travel Report	Quarterly	Yes	3	15

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ND	Sheila Kreller Special Projects Coordinator	Travel Office	Yes	North Dakota Travel News	Quarterly	Yes	2	2
OH	Jan Tilles Public Relations	Ohio Office of Travel and Tourism	60%	Being re-designed	NA	NA	1	NA at this time
OK	Lynette Duggan Adv./Promotions Manager	Travel Office	No	Oklahoma Tourism News	Quarterly	Yes	4	4
OR	Frank Howard Assistant Manager	Tourism Division	Yes	Oregon Travel News	Quarterly	Yes (Travel industry and media)	7	10
PA	Sally Moore Chief, Publicity Information	Travel Office	Yes	Between Friends	Monthly	Yes	0	0
RI	Thomas McCaghren Public Information Officer	Travel Office	Yes	None	NA	NA	2	2
SC	Cherie Had Manager of National News & Information	Travel Office	Yes	None	NA	NA	14	10-15
SD	Vacant Editor	Dept. of State Development	Yes	None	NA	NA	8	20
TN	Don Wick Assistant Director	Travel Office	No	Traveler*	Monthly	Yes (Press & state travel industry)	2	5
TX HWYS	Richard H. Pierce Editor Tourist Literature	State Highway Department	No	Texas Travel Log	Monthly	Yes	None*	None*
TX TOUR	Richard McCune Chief of Media Relations	Travel Office	No	Newsletter	Monthly	Yes	6	3
UT	Vacant Media Director	Travel Office	Yes	Utah Traveler	Quarterly	Yes	5	5
VT	Russell Smith Information Officer	Travel Office	Yes	No	NA	NA	1*	2*
VA	Duties shared by administrative staff members	Travel Office	Yes	Travelog	Monthly	Yes	28	45
WA	Tom Stilz	Travel Office	Yes	Washington Update	Every other month	Yes	2	5
WV	Ben Hardman Information Representative	Other division: Advertisng/ Communications	Yes	None	NA	NA	2	2

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WI	Gary Knowles	Bureau of Communication Services	No	Escape to Wisconsin	Quarterly	Yes	4	4
WY	Ernest C. Over Chief, News and Information	Travel Office	Yes	Travelog	Monthly	No	4	4
AS	None	None	Yes	None	NA	NA	None	None
CM	None	NA	Yes	Marianas Visitors Bureau Newsletter	Quarterly	No	24	50*
GU	Vacant	Travel Office	No	Hafa Adai	Monthly	Yes	80	30*
VI	Carter Hague Director Public Relations	Other division: Department of Commerce	Yes	None	NA	NA	76	60

State	9. Additional Comments
AL	The exclusive goal of this bureau is the full and complete development of the state's tourism industry, so that Alabama and Alabamians may realize the full potential of tourism's contribution to the state's economy and its quality of life. Tourism-related businesses during 1982 generated in excess of $2.7 billion within the state, making it Alabama's largest single industry and providing employment for more than 65,000 Alabamians. The bureau's continuing development of tourism will result in more jobs for Alabamians, a more flourishing state economy, and the upgrading of cities, townships, and tourist sites throughout the state. The addition of one more full time, year round welcome center will provide more incentives for travelers to visit Alabama. The bureau's record setting rate of return on investment in 1982 — $2.1 million invested, generated $2.7 billion in expenditures.
AR	Annual promotion tours or "blitzes" are held by the Department of Parks and Tourism in conjunction with the Arkansas Tourism Development Foundation. These are either bus or plane trips to a city considered key in the Arkansas travel market. A reception and/or dinner for media people, travel agents, tour brokers and community leaders is a main feature along with personal calls on many of these people. In 1983, Dallas/Ft. Worth area will be featured in September, and in December New Orleans in conjunction with the American Bus Association Convention. The Travel South Showcase will be in Little Rock, AR April 2-4, 1984.
CA	Office coordinates fam tours for media upon request.
CT	For the first time, the Tourism Division hosted a group of travel writers (fam tour) from the Mid-West, in addition to groups from the New York area and foreign markets. Planning outreach to additional foreign travel editors for fam tours and looking at southern states as potential market for CT tourism.
DE	We bring in travel writers individually for the most part.
MD	As budget allows, the Division of Tourism is expanding its press and public relations staff/services. In the near future, the division also hopes to contract with a professional public relations firm for assistance on specific, major promotion projects.
MT	Issuing regular feature stories with photographs to selected newspapers and magazines.
NH	*The newsletter is published by the New Hampshire Travel Council, of which we are a member. We are able to place pertinent information in the newsletter which is circulated for all firms and organizations involved in New Hampshire tourism, including the New Hampshire legislature. Rather than formalized FAM trips (except for international writers) we try to meet the needs of individuals or groups setting schedules and timing to meet their individual needs.
NY	We also retain public relations firms in New York and London.
OH	A free media plan is currently being developed in an effect to maximize the paid media strategy; in August, 1983, a free media blitz was implemented which resulted in over 140 electronic and print interviews. Both in-state and out-of-state resources were utilized including a video tape produced by this office which aired on "Good Morning America".
OK	Media support of the department's programs has always been excellent. A concerted effort toward broadening the frequency of radio and television public service announcements will be pursued through the use of celebrities in many of the announcements. News releases and a quarterly newsletter are produced by the department and programs for expanding the length and frequency of feature articles produced for statewide and regional publication have already been initiated. A fam tour for regional and national travel writers will be hosted in the spring of 1984. A 16mm film promoting tourism and travel to and in the state was released to the press and general public in June 1983.
TX HWYS	*See separate response of the Texas Tourist Development Agency.
VT	*Handled by private sector through matching grant program.
WA	Emphasis on feature story submission and supplying of print collaterals and visual aids to tour wholesalers, tour operators and travel writers.
CM	*The number arranged at this time.
GU	*The number arranged at this time.

State	1. Staff Member Responsible for Travel Research	2. Is This His/Her Full-time Responsibility?	Other Travel Research Activity			
			3. College /University Faculty Member (Cost	4. Employee In Another State Government Agency?	5. Research Group Employed in Past 12 months	6. Cost of Research
AL	Robert S. Hardy Editorial Director	No	Dr. James W. Adams Department of Mktg. & Transportation Auburn University (NA)	None	None	NA
AK	John Farnan Marketing Coordinator	No	None	None	GMA Research Corporation Bellevue, WA	$ 50,000
AZ	Abe Baum Director of Advertising/Promotion	No	Victor Heller Arizona State University ($32,000)	None	None	NA
AR	Charles McLemore Travel Research Director	Yes	None	None	United States Travel Data Center	9,375
CA	Tiffany Bousseloub Marketing Manager	Yes	None	None	United States Travel Data Center	10,000
CO	None	NA	None	None	None	NA
CT	Marketing Director, CT Dept. of Economic Development	No	None	NA	None	None
DE	Wendy Linquist Travel Representative Doug Clendenial DDO staff member	No Yes	NA	NA	United States Travel Data Center	NA
FL	Barry E. Pitegoff Director of Marketing Research	Yes	None	None	Rife Market Research Miami, FL Market Facts of Canada Toronto, Canada Response Analysis Princton, NJ McCollum/ Spellem, Inc. Great Neck, NY Audits & Surveys Princeton, NJ	
GA	Hanna Ledford Director	No	Office of Leisure Studies & Tourism Small Business Development Center University of Georgia	None	None	NA
HI	Evelyn K. Richardson Director of Market Research	Yes	None	Karen T. Yamashita Tourism Office Dept. of Planning & Economic Dev.	None	NA

State	1. Staff Member Responsible for Travel Research	2. Is This His/Her Full-time Responsibility?	Other Travel Research Activity			
			3. College /University Faculty Member (Cost	4. Employee In Another State Government Agency?	5. Research Group Employed in Past 12 months	6. Cost of Research
ID	None	NA	None	Alan Porter Senior Program Analyst	None	NA
IL	Dr. Bruce H. Boyer	No	None	None	None	NA
IN	Development Specialist	No	None	None	United States Travel Data Center Perdue University	11,000 4,000
IA	Nancy Ryerson Travel Researcher	No	None	None	Davidson-Peterson Associates	50,000
KS	None	NA	Interns only	Ed Riemann Chief, Economic Analysis Section KS Dept. of Economic Development	United States Travel Data Center Institute for Economics & Business Research	3,600 1,930
KY	James A. Carr Director, Marketing & Information	Yes	None	None	None	NA
LA	None	NA	None	None	United States Travel Data Center	7,040
ME	None	NA	None	None	None	NA
MD	Clara Wooddy Tourist Development Specialist I	No	None	None	United States Travel Data Center	NA
MA	Kathleen L. Countie Market Research Analyst	No	University of Massachusetts	None	None	NA
MI	Vacant Deputy Director	No	Dr. Donald Holecek Dept. Park & Recreation Resources Michigan State Univ. (None)	None	Market Opinion Research, Inc. Michigan State University	NA
MN	Ingmar Sollin Industrial Economist	Yes	Dr. Gary Ballman University of Minnesota (None)	None	None	NA
MS	None	NA	None	None	United States Travel Data Center	2,000

State	1. Staff Member Responsible for Travel Research	2. Is This His/Her Full-time Responsibility?	Other Travel Research Activity			
			3. College /University Faculty Member (Cost	4. Employee In Another State Government Agency?	5. Research Group Employed in Past 12 months	6. Cost of Research
MD	George Lanning Management Analyst	No	None	None	Maddock, Kenny & Assoc. Memphis, TN Martell, Inc. Springfield Fleishman/ Hillard	12,000 18,000 25,000* *Commerce! IN Dev. paid for this research effort.
MT	John Wilson	No	None	None	None	NA
NE	None	NA	None	Dr. Thomas R. Doering Deputy Director Research Division Nebraska Dept. of Economic Development	None	NA
NV	NA	NA	NA	NA	NA	NA
NH	Suzanne Messier	Yes	Mark Okrant Plymouth State College	None	None	NA
NJ	James L. Dove	No	Montclair State College	Don Scarry Assistant Director Office of Economic Research Dept. of Commerce & Economic Develop.	None	NA
NM	John R. Adams Sr. Program Officer	No	Dr. Lee B. Zink Director Institute of Applied Research Services University of New Mexico (None)	None	United States Travel Data Center Marketing Support Services	7,000 14,000
NY	Harvey Cohen Sr. Deputy Commissioner	No	None	Craig Wakefield Associate Economist Division of Research & Statistics	Consumer Behavior Inc. New York, NY United States Travel Data Center	87,000
NC	Charles Heatherly Director	No	None	None	Research Triangle Institute	6,000
ND	Terry Harzinski Assistant Tourism Director	No	Don Klenov North Dakota State University ($3,000)	None	United States Travel Data Center	9,000
OH	Jan Tilles	No	None	Jack Brown Manager Ohio Research Bureau	Clark/Jones Columbus, OH	250,000
OK	Linda Tharp Manager of Travel Development	No	Dr. Ed Webster Oklahoma State Univ. ($6,500)	None	United States Travel Data Center	16,800

State	1. Staff Member Responsible for Travel Research	2. Is This His/Her Full-time Responsibility?	Other Travel Research Activity			
			3. College /University Faculty Member (Cost	4. Employee In Another State Govern-Government Agency?	5. Research Group Employed in Past 12 months	6. Cost of Research
OR	Frank Howard Assistant Manager	No	Several faculty members (None)	Linda Apple Transportation Economist Transportation Policy & Program Devel.	None	NA
PA	David Shih Chief of Market Research & Development	Yes	None	None	Ketchum, Macleod & Grove Pittsburgh, PA	46,000
RI	None	NA	None	John Iemma Director Research Division	None	NA
SC	Martha Beckmann Manager, Advertising & Development	Yes	None	None	United States Travel Data Center	6,100
SD	Mark A. Young State Advertising Coordinator	No	None	None	Lawrence & Schiller Research Division	NA
TN	Peggy Harding Research Analyst	Yes	None	None	United States Travel Data Center	11,875
TX HWYS	J. Don Clark Assistant Director Travel Services	No	None	None	None	NA
TX TOUR	Phil Davis Chief of Community Relations Ben F. Holub, Jr. Travel Information Specialist	No	None	See Texas State Highways Dept.	United States Travel Data Center Pannell, Kerr, Forster NYC, Houston	27,900 35,000
UT	None	NA	Utah State University Institute of Outdoor Recreation & Tourism ($50,000)	None	None	NA
VT	George Donovan Chief of Research	Yes	Malcolm Bevins University of Vermont (NA)*	None	None	NA
VA	Margaret M. Lesniak Director of Advertising	No	None	None	Message Factors, Inc. Memphis, TN	NA
WA	None	No	Karen Jenison Central Washington University ($12,000)	Washington State Data Processing Auth.	Bill Grinstein Consultant Gilmore Research Group G.M.A. (Market Survey)	24,000 12,500 2,500

State	1. Staff Member Responsible for Travel Research	2. Is This His/Her Full-time Responsibility?	Other Travel Research Activity			
			3. College /University Faculty Member /Cost	4. Employee In Another State Government Agency?	5. Research Group Employed in Past 12 months	6. Cost of Research
WV	None	NA	Pat Goeke Project Manager West Virginia Univ. ($15,000)	None	None	NA
WI	Kathleen Curwen Research Analyst	Yes	None	Louise Rech Director Division of Policy Development Dept. of Development	None	NA
WY	None	NA	Dr. Clynn Phillips Associate Director Water Resources Div. Univ. of Wyoming ($3,000)	Industrial Develop- Chief, Dept. of Economic Planning & Development	None	NA
AS	None	NA	None	None	None	NA
CM	None	NA	None	None	None	NA
GU	Vivian Indalecio World Promotions	No	None	None	Suprareps Asia (Taiwan)	2,700
VI	None	NA	NA	Director of Policy & Planning Dept. of Commerce	NA	NA

State	7. Description of Continuing Travel Data Gathering Projects	8. Major Problem Facing Tourism Development in your State	9. State Travel Development Policy Statement or Development Plan?	Additional Comments
AL	Travel research is measured via visitor volume at welcome centers, tourist attractions, state parks, visitor surveys & travel related business receipts at restaurants and hotels.	Educating others on tourism industry: its impact on each Alabamian.	Yes	Creation of a joint Alabama legislative travel & tourism caucus March 1982.
AK	Continuous monitoring of vehicle traffic thru U. S. Customs stations, air traffic at airports & traffic aboard State Marine Highway System.	Inflation in the transportation and construction sectors of the industry & the uncertain national economic situation.	No	
AZ	Report covers number of tourist coming to Arizona on a quarterly basis and their expenditures. A new program to be developed by Arizona State University.		No	
AR	Tourist Information Center (TIC) Survey of every 24th travel party registered at each TIC. Monthly preparation of "Eight Indicators". Monthly summary of advertising inquiries.	The economy and a lack of recognition tourism as a major economic force in the state.	No	
CA	We monitor air arrivals, vehicle traffic, park & attraction attendance, hotel occupancy rates.	Economic factors, state budget limitations.	In progress	
CO	Our travel research relates to visitation figures from national parks, recreation areas, monuments, state owned museums, etc.	The major problem of funding seems to have been solved. Now the problem is just organization and future planning.	Yes	During the travel director's 2 year sabbatical, research projects were dropped & all historic records were destroyed. We are now trying to reconstruct our files but have not been able to arrive at accurate figures.
CT	We keep a count of visitors volume at our welcome centers, both hourly and by category of questions asked. We are also surveying leading vacation destinations.	Inflation.	Yes	We keep a tally of inquiries on our 2 WATS-line nos. Planning point-of-origin- & conversion-time studies of mail inquiries.
DE	We monitor hotel occupancy, museum & state park attendance. Also, we conduct highway vehicle counts & maintain a tax collection data.	We will soon be in dire need of additional highway facilities, particularly east-west routes to the beaches. Delaware also needs additional convention facilities & more private recreational facilities attractive to out-of-state visitors.	Yes	
FL	Our ongoing travel research monitors the magnitude & characteristics of Florida's visitors. We also commission special marketing research studies which explore ways to increase Florida's tourism.	Developing new origin markets.	Yes Marketing Plan	
GA	We monitor welcome center visits, traffic counts at selected stations, attraction attraction attendance, travel industry sales receipts & tax revenues generated by travel.	Budgetary limitations with regard to visitor information center maintenance, advertising, tour development & field representatives.	No	

State	7. Description of Continuing Travel Data Gathering Projects	8. Major Problem Facing Tourism Development in your State	9. State Travel Development Policy Statement or Development Plan?	Additional Comments
HI	Basic Data Surveys -inflight passenger information forms distributed to incoming passengers from USA, Canada & Japan. Visitor Opinion Surveys -mail out questionnaires soliciting satisfaction information, socio-economic profile & trip planning data of American & Japanese visitors. Visitor Expenditure Survey - mail out daily log to determine amounts & patterns of visitor spending. (Write to research dept. for a brochure)	Reconciling need for additional employment & economic opportunity in Hawaii with local residents' desires & aspirations concerning lifestyle/quality of life in Hawaii. Also, there exists problems related to the impact of energy supplies & cost on distant price-sensitive markets.	Yes	
ID	Origin destination data.	Lack of destination identity.	Yes	
IL	Expenditure & origin/destination studies; advertising effectiveness studies; surveys at welcome centers, selected major conventions & trade shows & multilingual interviews at O'Hare Intl. Airport; hotel/motel tax receipts; economic profiles; development of a computerized data base for new research information.	Economic recession, particularly in upper Midwest.		
IN	P.U.L.S.E. program (Purdue University Lodging indicator)	Budget	Proposed	
IA	Interview surveys are conducted at information centers asking for origin, destination, party size, spending, etc. We also surveyed selected travel attractions during the summer.	Market research indicates Iowa has no image in the tourism marketplace. The state is though to be strictly agricultural with no tourism available.	Yes	
KS	None	The economy, inflation & lack of state funding for promotion & staffing.	No	
KY	Field survey of travel businesses; toll-free telephone system; mail information system; follow-up interviews with respondents to advertising; travel barometer (monthly) of sample of travel businesses.	General economic conditions faced by industry businesses & tourism development agencies.	No	
LA	We conduct visitor surveys & visitor counts at our information centers.	Current budget limitations & inadequate research, personnel & advertising funds.	Yes	
ME	None	Maine has the lowest tourism appropriation of the 50 states.		
MD	We monitor visitor volume at welcome centers & certain attractions around the state & conduct conversion study every 2 years. We monitor all ad responses, do personal surveys at information centers & at all consumer shows we attend.	Lack of education on the part of the private sector & the legislature as to the importance & value of tourism to the economy of the state.	No	
MA	We collected & analyzed data by county concerning visitors length of stay, expenditures, tax receipts, attributable to travel & travel generated employment. Also visitor psycographics, demographics over a period of 5 years. Highway information surveys.	Energy & inflation.	Yes*	*To encourage more cost-effective regional promotion efforts.

State	7. Description of Continuing Travel Data Gathering Projects	8. Major Problem Facing Tourism Development in your State	9. State Travel Development Policy Statement or Development Plan?	Additional Comments
MI	Michigan Travel Activity Monitoring System. Activity indicators to monitor travel. Indicators used: traffic counts, highway info. centers, bridge crossing, private campgrounds, state parks, lodging, attractions & hotel/motel tax revenue.	Depressed economy.		
MN	We collect data on attendance at state parks, other public facilities & attractions. Quarterly surveys are conducted of inquiries received by the Tourism Division.	Capital needs for small business, as well as more sophisticated marketing resources & advertising programs at the local and regional level.	Yes	
MS	We count the amount of traffic that comes through our welcome centers.	Economic stress, energy cost and current advertising program budget.	No	We use figures published by USTDC.
MO	We survey each travel party that visits our welcome centers. This is done on forms which can be read by computer, & printouts are generated monthly.	The Division of Tourism's budget, although increasing, continues to lag behind the national average for state travel offices. A more competitive budget remains our primary need.		A research marketing study has begun in cooperation with with Dr. Glenn Weaver University of Missouri.
MT	Conversion studies. Ongoing market research.	Transportation.	Yes*	*Davidson/Peterson marketing study.
NE	Monthly, highway traffic counts are obtained. Annually, the nos. of persons contacted by information personnel at highway rest areas are tallied, as are attendance figures from Nebraska attractions. Annual surveys are also made of nonresidents making mailed requests for travel information. Biennially, data is gathered from commercial lodging establishments for production of a Nebraska hotel-motel directory.	Increasing gasoline and other travel prices & the generally stagnating economy, resulting in part from high interest rates.	Yes	
NV	Utilize research of Las Vegas Convention Authority, Reno Convention Authority & other state departments.	More competition in gaming and tourism in general	Yes	The 1983 legislature substantially increased the annual budget and formed a commission on tourism which would encompass the division of tourism and Nevada Magazine. The 7 member, private sector commission will be chaired by the Lt. Governor. For fiscal 1984, major budget & policy decisions will be made by this commission.
NH	Motor vehicle counts are conducted by the Highway Dept. Visitor volume is counted at White Mts. Visitors Center in Lincoln/North Woodstock, New Hampshire only. Visitor origin is reported by Chambers of Commerce visitor information booths. In addition, expenditure and origin/destination surveys are being developed for an ongoing survey program.	Lack of mass transportation & gasoline prices. NH is an auto-dependent state.	No	
NJ	Motor vehicle counts are acquired from the roadway authorities when necessary. Other efforts are in the initial stage. Dept. of taxation receipts.	Image-awareness of general public to state's slogan, theme line & commitment to tourism.	Yes	

State	7. Description of Continuing Travel Data Gathering Projects	8. Major Problem Facing Tourism Development in your State	9. State Travel Development Policy Statement or Development Plan?	Additional Comments
NH	Counts are made of traffic on selected highways; out of state passenger cars, visitors to national & state parks & monuments, selected attractions, welcome centers, employment & tax receipts.	Lack of coordination and communication between & among industry groups & planning entities.	Yes	Weekly reports are made by mail & phone inquiries. These are broken down by which ad or travel story stimulated the inquiry.
NY	A "Travel Activity Index" composed of gasoline sales, thruway traffic, hotel/motel occupancy, etc, is compiled by the Division of Research & Statistics.	Energy, fragmented industry, tight economy, stringent dollar, high airfares are the major problems facing tourism development in our state.	Yes	
NC	None		Yes	
ND	None	Lack of available capital to develop many of the tourism related areas of the state.	No	
OH	Internal Market Research to measure effectiveness of Summer Sizzle Program.	Tax Repeal Issue	Yes	
OK	We have developed a random sample questionnaire to survey our visitors at information centers. A follow-up survey is done after the travelers have returned home from the trip.	Lack of a major travel destination	No	More current data is needed.
OR	Annual research projects include a detailed survey of the vacation behavior of respondents to state travel ads, a Tourist Interview Survey at key visitors stops, & a Travel Barometer trend evaluation based on quarterly comparisons of visitor counts from selected tourist attractions. Out-of-state traveler revenue estimates for the year are provided by Transportation Dept. economists. Highway traffic counts, gas tax information & state park statistics are available from Transportation Dept. divisions.	Economic conditions, increased competition from other destinations, lack of destination facilities in some areas. Air transportation access to some major recreation areas.	Yes	Tourism policy stipulated in bill passed in July 1983, moving tourism program to Economic Dev. Dept. Detailed info. on program not available. Program reorganization probably will not be complete until November 1983.
PA	Our data gathering projects include: counts and license checks at welcome centers & state parks; on-going evaluation of inquiries, a sales tax model, a barometer served by voluntary report procedures & individual research projects specific to several PA destinations.	Fluctuating economy.	Yes	
RI	Cooperative continuing travel research study with University of Rhode Island.		Yes	
SC	We have traffic counters and guest registers at our welcome centers.	High interest rates.	Yes	
SD	Presently building data base computer programs to analyze business volume, visitations, economic impacts of travel spending & employment.	Distance from major markets. Seasonality of business.	No	
TN	We tabulate guest registration & motor vehicle counts at TN welcome centers & spot checks with travel-related businesses for trends in activity on a semi-annual to quarterly basis.	Loss of jobs in major market areas, poor economy.	Yes	
TX HWYS	We conduct surveys of auto visitors, monitor traffic counts & tourist bureau visitor counts.	Distance between attractions in western part of state & economic conditions in Mexico.		

State	7. Description of Continuing Travel Data Gathering Projects	8. Major Problem Facing Tourism Development in your State	9. State Travel Development Policy Statement or Development Plan?	Additional Comments
TX TOUR	See Texas State Highways Dept. response.	General inflationary impact on consumers' discretionary spending. Also ongoing difficulty persuading legislators of need for more adequate budget support.	No	
UT	A comprehensive study of UT resident travel (1981-82), non-resident motor vehicle travel, UT Ski Industry, Commercial Air Study, Visitor Volume at info. centers.	Changing economic conditions causing major reductions in vacation expenditures.	No	
VT	We do a monthly survey of travel businesses as well as regularly monitoring traffic counts, border crossings, gas & liquor sales, recreation, room & meal taxes.	Economic instability, need to develop more saleable packages by private sector; publ'c awareness of VT as a prime destinati n.	No	*Not under contract.
VA	We monitor visitor volume at welcome centers & conduct travel data projects to obtain periodic visitor surveys, business receipts & several others.		Yes	
WA	Rough survey of campaign respondents at point of inquiry, conversion studies, household travel surveys in primary travel markets, travel index of attractions, VIC traffic counts, VIC Visitor Profile Survey, Lodging/Restaurant Sales (taxable retail sales).	Lack of state designated promotion funds and underdeveloped tourism plant. Also, lack of long-term, sustained commitment to comprehensive development program.	Yes	
WV	We compile tourist data through traffic counts & registration at information centers & through surveys of lodging reservations.	Lack of recognition by state government (all branches) as a major industry.		
WI	Monthly Business Indicator Survey.	Financing for facility development due to high interest rates. Unavailability of long term fixed rate capital.*	Yes	*Identified in WI Tourism Industry study completed in 1982.
WY	Visitor center counts are made at state information centers in Cheyenne, Jackson & Sheridan. Gate counts are made at Yellowstone National Park, Grant Teton National Park, Laramie National Historic Site, Devils Tower National Monument, Fossile Butte, Flaming George & Bighorn Canyon National Recreation areas. Also, a quarterly Travel Barometer is done for us by Dr. Clynn Phillips, Univ. of WY.	The general lack of public transportation networks.	No	
AS	None	Energy shortage & the distance one has to travel to get here. Also, there is limited accommodation available.	No	
CM	On going voluntary surveys are conducted among arriving passengers, through attachment on Customs Declaration Form CS 1350. Final results are currently being tabulated.	The insufficient airlines seats between Saipan & Japan which is our major market, coupled by insufficient hotel hotel rooms in Rota, Tinian, as well as Saipan. Insufficient airline seat to Rota also.	Yes	Since we are still in our formative stage, we are soliciting various questionnaires from research conducted by other agencies for comparison of possible use.

State	7. Description of Continuing Travel Data Gathering Projects	8. Major Problem Facing Tourism Development in your State	9. State Travel Development Policy Statement or Development Plan?	Additional Comments
GU	We conduct a visitors survey each month. A form is given to each passenger on airlines & ships to fill out. Each one is then fed into the computer & the results are given to us at the end of each month.	At the present, we have insufficient airlines service between Japan & Guam & will be in need of more hotels once more airline service is provided.*	No	*Infra ructure in Tumon resort area is saturated. Need for additional hotel rooms. Need to adopt Territorial Tourism Dev. Plan. Visa waiver legislation needed for tourist purposes (there is no open door between Guam & mainland US, entry rules into Guam can be relaxed without risking illegal entry into the mainland). Need to separate local tax system from federal code (mirror tax system) to simplify the local tax system as an incentive for foreign investment.
VI	Hotel occupancy reports by origin of visitors, 1982-83 Cruise Ship Survey.	Budgetary limitation, energy problem, water shortage.	No	

WELCOME CENTERS

State	1. Number of Highway Welcome or Visitor Centers	2. Number Operated Year-Round	3. Average Number of Employees Per Welcome Center	4. Total Visitor Volume at All State Welcome Centers in 1982	5. Additional Comments
AL	6 permanent 1 mobile	7	6 full-time 2 part-time	1,361,368	
AR	1 permanent	1	1 full-time 4 part-time	120,000*	*In 1981, there was an estimated 20% increase. The state funds and operates only one visitor information center directly. However, approximately 20 community sponsored visitor information centers across the state receive matching grant monies to help fund their operations.
AZ	None	NA	NA	NA	
AR	9 permanent	9	3 full-time	800,539	At the present time, three or more Tourist Centers have been authorized for construction.
CA	250*	241	NA	NA	*We have not done an inventory as to all the local visitor information centers operated by Convention & Visitor Bureaus, Chamber of Commerce, etc., in CA. May be around 250.
CO	None	NA	NA	NA	
CT	12 permanent	7	2 full-time (seasonal)	309,746	Our welcome centers are unmanned from the day after Labor Day to the Friday before Memorial Day. Added 1 permanent & 2 mobile center during 1983 season.
DE	5 permanent	5	3	2,300,000 (Smyrna area)	We are just beginning a state visitor information system utilizing existing facilities operated by other agencies but signed under a uniform state umbrella signage program.
FL	7 permanent	7	8 full-time	2,800,000	Number of welcome centers include 5 on major highways entering state, 1 on intercoastal waterway & 1 at state capitol.
GA	12 permanent	12	8 full-time	7,500,000	
HI	None	NA	NA	NA	
ID	None	NA	NA	NA	
IL	6 permanent	1	3 part-time	Unknown	During Fiscal Year 1982, we project the opening of 2 new port of entry Welcome Centers. A total of 12 centers are to be developed over a 7 year period by the Dept. of Transportation. All will be staffed by Office of Tourism & 90% of the centers will be port of entry centers.
IN	30	15	None*	Unknown	*No personnel, just literature racks on highway, local info. centers, 1 per center.
IA	7 permanent	None	2 full-time	171,000	
KS	4 permanent	4	4 full-time	100,000	2 new centers will be completed in the very near future.
KY	5 permanent	5	3 full-time	1,030,000*	*Number who registered at welcome center information desks. This is a small proportion of the total number of visitors who stopped at the centers.

State	1. Number of Highway Welcome or Visitor Centers	2. Number Operated Year-Round	3. Average Number of Employees Per Welcome Center	4. Total Visitor Volume at All State Welcome Centers in 1982	5. Additional Comments
LA	11 permanent	11	4 full-time	3,250,000	
ME	9 permanent	3	2 full-time 1 part-time	650,000	
MD	6 permanent	6	3.5 full-time	1,094,228	
MA	3 permanent	3	2 full-time	525,000	
MI	10 permanent 2 mobile 3 planned	10	4 full-time 4 part-time	1,678,600	Welcome centers are operated by the Department of Transportation
MN	8 permanent	6	1 full-time 4 part-time	1,300,000	
MS	8 permanent	8	4 full-time 3 part-time	1,344,000	
MO	6 permanent	6	3 full-time 3 part-time	504,985	7th welcome center will be opened in October 1983 at our new office in Jefferson City, MO.
MT	None	NA	NA	NA	
NE	25 permanent rest areas; 24 operational in	1	2 full-time (summer months only)	163,309*	*In 1982 the number of Vacation Guides was reduced by 10 and the method of tabulation was changed. Total count reflects 10 week summer program & only visitors who talked with the Guide were counted. Influence potential & quality of contact was emphasized.
NV	None	NA	NA	NA	
NH	16 permanent	9	2 full-time (2 shifts)	Unknown	
NJ	11 permanent 1 mobile	11	2 part-time	Unknown*	*No counts were maintained due to staff reductions. Visitor counts to begin in 1984.
NM	5 permanent	5	3 full-time 1 part-time	500,000+	
NY	8 permanent	2	1 full-time 1 part-time	NA	
NC	7 permanent*	7	4 full-time 1 part-time	4,500,000	*Plus one currently under construction.
ND	5 permanent	None	3 full-time (summer) 1 part-time	30,000	
OH	11 permanent	2	Volunteers only	191,726	Historically, Tourist Information Centers have been underwritten by Convention & Visitors Bureaus throughout the state. Reconsideration is taking place.
OK	11 permanent	11	3 full-time 2 part-time	758,355	Information provided herein pertains only to state operated welcome centers. Several chamber of commerces throughout the state of OK operate tourism information centers. Data is not available from these centers.

State	1. Number of Highway Welcome or Visitor Centers	2. Number Operated Year-Round	3. Average Number of Employees Per Welcome Center	4. Total Visitor Volume at All State Welcome Centers in 1982	5. Additional Comments
OR	6 permanent	None	2 full-time	240,251	1983-84 border center seasons (tentatively) May 1-Oct. 31.
PA	8 permanent	8	3 full-time	454,343	
RI	2 permanent 1 mobile	1	1 full-time 4 part-time	NA	
SC	10 permanent	10	4 full-time	4,091,432	
SD	12 permanent	None	4 full-time (seasonal)	164,932 (Approximately)	
TN	9 permanent	9	6 full-time	2,304,530	Welcome centers will be May through October, November through April.
TX HWYS	12 permanent	12	4.9 full-time	2,850,060	
TX TOUR	NA*	NA	NA	*	*See separate Highway Department response.
UT	5 permanent	5	3 full-time	Unknown	*We also have 18 rest area information sites.
VT	3 permanent	3	2 full-time 2 part-time	620,000	
VA	10 permanent	10	4 full-time 1 part-time	2,400,000	
WA	2 permanent 4 seasonal	2	4 full-time	160,000	Washington state visitor information centers are not operated directly by the state tourism office. Rather, they are operated through personal service contracts with the local chambers of commerce and visitors & convention bureaus at selected border locations. Locations and no. may vary from year-to-year; sites are usually provided by Dept. of Transportation.
WV	8 permanent	8	2 full-time 2 part-time (June- August)	1,978,463	
WI	7 permanent (Plus 1 in Chicago, IL & 1 in Madison, WI).	4	2 full-time 3 part-time	1,411,865	
WY	3 permanent*	3	2 full-time 1 part-time	388,643**	*Of the 3 centers owned by the state, only only the one in Cheyenne is operated by state employees; the other 2 (Jackson & Sheridan) are operated by the chambers of commerce. Other centers in the state are owned & operated by the chambers of commerce & are not included in these figures. **Includes visitor counts at state owned centers only. The counts for Jackson & Cheyenne are included in this figure & are kept year round. Visitor count at Sheridan is from June 15 to September 1 only.
AS	1 for cruise-ship arrivals		1 full-time	53,700 (not including cruiseship passengers)	

State	1. Number of Highway Welcome or Visitor Centers	2. Number Operated Year-Round	3. Average Number of Employees Per Welcome Center	4. Total Visitor Volume at All State Welcome Centers in 1982	5. Additional Comments
CM	None	NA	NA	NA	
GU	1 permanent	1	2 full-time 2 part-time	1,200*	*Main office related to Tumon Bay, as a result, visitor center in the same area is no longer in operation.
VI	3 permanent	3	10 full-time	Unknown	

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